A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

March 6, 1967

50th annual International Executives Association conference

International Trade Winds

Company News

PULP PROCESSING—Controlling interest in Societe Industrie de Cellulose d'Alizay, a French manufacturing concern, has been bought by Parsons & Whittemore, Inc., New York. The recently expanded French facility produces 140,000 tons annually of pulps for rayon, cellophane, and paper manufacture. Parsons & Whittemore also has controlling interest in two other European pulp mills, one in St. Gaudens, France, and the other in Harnoncourt, Belgium.

CONTAINERS—The American Can Co., New York, has signed an agreement to purchase a majority interest in Reads, Ltd., Liverpool, England. The British firm manufactures metal cans and other containers, and has worked together with American Can under a technical exchange agreement since 1956. The purchase contract was signed with Courtaulds, Ltd., Reads' British parent company.

BANKING—Bank of America, San Francisco, has announced plans to open three new branches in South American countries. The new offices will be located in Guayaquil, Ecuador, La Paz, Bolivia, and Bogota, Colombia. The Bank of America has nine existing branches throughout Latin America, and maintains three representative offices in Brazil, Mexico, and Venezuela.

ENGINEERING—Ralph M. Parsons Co., New York, has acquired the Bombay, India branch of Vitro Engineering, a major Indian engineering and construction firm currently involved in several multimillion-dollar projects for the Indian Atomic Energy Establishment. Parsons took over the U.S.-based operations of Vitro Engineering Co. in 1966.

DIE CASTING—Alliance Mold Co., Rochester, N.Y., has received exclusive U.S. and Canadian sales rights for the line of hot chamber die casting machines made by Frech, a German firm. The Frech machines supplement Alliance's Wotan-VWF line of casting equipment, and are designed to be operated manually, semi-automatically, or fully automatically.

Newsletter

"No-frills trade missions." That's Business Week (Feb. 18), describing Commerce Department's industry-organized government-assisted missions as tightly-scheduled, trimly-staffed, hard-working groups that are making a major sales impact in overseas markets. Article particularly notes increasing use by individual states of Commerce aid in these promotions.

"Desire for a healthy profit" is a key to a new approach in U.S. efforts to build African agriculture. Swinging away from a reliance on institutional education, research and extension, our AID people are now stressing one-enterprise combines of crop and animal production, processing, distribution and marketing. U.S. firms are being asked to supply technology, management help—and part ownership. Details will unfold as surveys move along in Ethiopia, Ghana, Kenya, Liberia, Morocco, Nigeria, Sudan, Tunisia, Uganda, and possibly Tanzania.

Are all Saudi Arabia imports dutiable? How are duties assessed? What basic documents are required on shipments into the Kingdom? How should goods be packed? These questions and many more are answered, says the Kingdom's own "Saudi Arabia Today" newsletter, in a new Commerce Department 15-cent pamphlet. It's a boost for our OBR 66-58 of September, 1966, Foreign Trade Regulations of Saudi Arabia, available from any Commerce Field Office or the Supt. of Documents, U.S. Govt. Printing Office, Washington, D.C. 20402. (A list of 35 other publications on the Near East was on page 21 of our Feb. 20 issue.)

Peter Stuyvesant lost his leg on St. Maarten before coming to New York. That was 300 years ago. Now St. Maarten has come to New York, along with Aruba, Sonaire, Curacao, Saba and St. Eustatius, the other five islands of the Netherlands Antilles. Their new Economic Mission headed by Edward J. Alofs is at 866 U.N. Plaza. U.S. exports to the islands went up 11% last year alone.

An International Trade Library is being assembled at the new International Trade Center in Mobile. Besides all types of books, directories, magazines and data useful to domestic and foreign shippers using Mobile's port, this specialized library will have translation services and a foreign language lab with tapes, records and materials in nine languages. It is all part of the Mobile Public Library system.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

U.S. Department of Commerce

Alexander B. Trowbridge
Acting Secretary

Lawrence C. McQuade
Acting Assistant Secretary for Domestic and International Business

Lawrence A. Fox
Director, Bureau of International Commerce

Clarence M. Zens
Managing Editor

America A. W. Favale
Director of Graphics

Annual subscription $16.00 ($5.00 additional for foreign mailing). Single copy 35 cents. Domestic subscribers desiring airmail service must submit $25.00 additional for postage. Make remittance payable to the Superintendent of Documents and mail either to any U.S. Department of Commerce Field Office or to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

All subscription inquiries and address changes should be directed to the Superintendent of Documents at the above address. This is the central distribution agency for all U.S. Government periodicals.

Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

the cover

The ship insignia on this week's cover signifies the far-ranging nature of the International Executives Association. Founded in 1917 by a dozen men, the organization now has more than 600 members, from 30 states and 15 foreign countries. The club's membership includes executives in exporting, finance, transportation, publishing, advertising, public relations and consultant services. This month it celebrates its golden jubilee with a conference at New York City's Statler-Hilton Hotel. The story begins on page 2.

March 6, 1967

Volume 73
Number 10

International Commerce

Published by

BUREAU OF INTERNATIONAL COMMERCE

International Executives Association in 50th Year 2

Leaders in exporting, finance, transportation, publishing and other fields meet in New York City for club's golden anniversary

Courses Train Businessmen for Assignments Abroad 4

Several organizations offer programs to brief executives and their wives on living and doing business overseas

LEVI Makers Race to Fill Worldwide Demand 7

Premium prices abroad, due to freight, duty, are no deterrent to blue jeans' popularity

U.S. Share of World Trade in Manufactures Falls 8

Chemicals, nonelectric and electric machinery, transport equipment included; general trend is downward

Trade Fairs, Center Shows Listed for Coming Months 12

Department store chains to sponsor "America Weeks" in Sweden, Belgium; missions to Brazil and Turkey scheduled for April

Austria's Economic Growth Expected to Lag in '67 19

There still is a promising market for U.S goods, but Americans must work hard to maintain position

MISCELLANEOUS—New AID office to involve U.S. business in development 3

Presidential 'E' award citation goes to Tacoma, Washington bank 6

Joint Pillsbury/AID program to provide protein foods to Central America 10

Scandinavian market found promising for U.S. electronics equipment 17

Exhibitor calls Trade Centers 'best bargain Government ever offered' 18

U.S. GOVERNMENT ACTIONS—$94 million in local funds available 22

FOREIGN GOVT. ACTIONS—French pass law penalizing hidden dumping 24

INVESTMENT OPPORTUNITIES—Five leading Dutch firms seek U.S. licenses 27

WORLD TRADE OPPORTUNITIES—NATO projects open to U.S. bidders 28

NEW BOOKS AND REPORTS—Customs journals for four trading areas 36

TRADERS' JUBILEE

IEA to mark 50th year

Several hundred delegates will meet in New York this month to discuss trade problems

The time was March 1917.

The United States was still at peace, at least in name, but its formal involvement in World War I was only a month away.

American exporters were particularly concerned by the wartime situation that was producing chaos in the world's shipping lanes.

Every day they were reading of new developments affecting international trade. Talking together about them, they were realizing the extent of their common interests:

The Netherlands Lloyd Steamship Co. had suspended sailings between Rio and Amsterdam.

Japan, for the first time ever, was selling ships.

The British announced a prohibition on neutral country goods that contained more than 5% of enemy manufacture.

The Russian commercial attache in New York was reminding the U.S. trading community of his country's ban on importation of "articles of luxury."

The Commerce Department was noting with approval the National City Bank of New York statement that "it is just as important under present conditions to have reserves of food as reserves of cartridges."

The trans-Pacific Conference lines of steamers advanced freight rates from Hong Kong to the Pacific Coast of the United States. The New York Conference lines established similar increases.

Offices in seven cities

At this time, the Commerce Department's Bureau of Foreign and Domestic Commerce had district offices in seven cities across the country, plus eight cooperative offices. It was supplying America's trading community not only with reports related to the war emergency but to general and specific export progress and opportunities.

Commerce Reports, a forerunner of the Department's INTERNATIONAL COMMERCE magazine, was announcing that *El Comercio* of Lima, the oldest daily newspaper in Peru, was now being printed by a brand new Goss press purchased in the United States; that export of eggs from Nanking to the U.S. in 1916 had doubled in quantity and multiplied sixfold in value, largely because of the increase in shipments of frozen eggs; and that of all the continents, Europe was by far our best customer.

Exports far exceed imports

The Underwood-Simmons Act of 1913 had lowered many duties, but the effect of these changes had been interrupted by the outbreak of war in Europe.

During the period 1914-20, both agricultural and nonagricultural exports shared in the large temporary rise in the total share of U.S. output exported. For the year 1917, the value of U.S. exports—at $6.234 billion—was more than double that of imports; the surplus amounted to $3.281 billion.

The National Foreign Trade Convention gathering in Pittsburgh for its fourth annual series of meetings, was discussing such matters as the necessity for enactment of the Webb Bill (promoting greater freedom of combination to those engaged in foreign trade), governmental coordination of export activities, and what the exporter might need that the educator could supply.

CONFERENCE CHAIRMAN for this year is A. R. Flannery, of Brown Brothers Harriman & Co.

Such was the situation as about a dozen men—some of whom had been meeting at lunch for world trade discussions since 1914—decided to form a club that was the forerunner of the International Executives Association. They called it the Export Managers Club of New York. One of the first in the United States, it was incorporated March 30, 1917.

Two combination export managers, Harold M. Gregory and Oren O. Gallup, flipped a coin, so the story goes, to see who would be the first president. Gregory, who won, served 1917-'19; Gallup, as second president, 1919-'21.

At first, membership was restricted to active exporters; but as the organization's scope broadened, its membership also broadened, its services expanded, and its name was changed to the present one in 1960.

The International Executives Association is comprised of export executives and international executives in finance, transportation, publishing, advertising, public relations, and consultant services. The more than 600 members represent companies or institutions of all sizes, in more than 30 different states and 15 foreign countries.

This month, on March 21-22 at New York's Statler-Hilton Hotel, several hundred members and non-members will meet for the Association's 50th annual conference and golden anniversary.

Past, present, future

Addresses and forum sessions will be keyed to the conference theme: Fifty Years of International Business, the Past, Present and Future.

The conference will examine the changes that have taken place in the international segment of U.S. business over the half century. Developments in banking and credit, technology and manufacturing, communications, marketing. advertising and promotion, and related services will be reviewed. Emphasis will be placed on a realistic picture of what the future holds in these areas.

Governors from 25 States, from New York to Washington, are acting as spon-

sors. The cooperation of spokesmen in Government, banking, advertising, sales promotion, and public relations has been secured. Participants will be from both domestic and international operations.

Welcoming address

Frank D. O'Connor, president of the Council of the City of New York, will deliver the welcoming address at 10 o'clock on the morning of the 21st. Austin J. Tobin, executive director of the Port of New York Authority, will follow with the keynote address; and Hugh Cullman, president of Philip Morris International, will speak at the 12:30 luncheon. Jacob K. Javits, U.S. Senator from New York, will present the Golden Anniversary Banquet address at 7 p.m.

B. K. Wickstrum, president of General Time, is the luncheon speaker for the following day. E. E. Schnellbacher, Assistant Director of the Commerce Department's Bureau of International Commerce, will be among the panelists.

A. R. Flannery, deputy manager, Brown Brothers Harriman & Co., is this year's conference chairman. A regularly recurring feature, he says, is the International Services Exhibit Area, which this year will present 42 exhibits—by publishers, transportation companies, and others—depicting the variety of services available to international traders.

Association services

IEA itself offers specially tailored services which include: regular monthly luncheon meetings, with timely discussions and featured speakers; round tables and workshops keyed to current problems; an educational training program, and a bulletin service designed to keep association members informed of IEA activities.

Of particular interest is the questionnaire bulletin service, by which a member may present a significant problem and other members are asked to help find a reasonable solution. To date, hundreds of questionnaires have been issued to help solve a variety of problems.

Spot advisory service

In addition, the association headquarters, staffed by international trade specialists, offers a spot advisory service designed to answer individual questions.

From time to time, special informational bulletins are mailed to members, as required by exceptional circumstances.

For further information, **write:** International Executives Association, Inc., 432 Park Ave. South, New York, N.Y. 10016. Telephone: 212-684-1516.

AID sets up one-stop office for businessmen

Will enlist private enterprise in overseas development

Greater involvement of U.S. business and other private resources in overseas development is the aim of a new Office of Private Resources established in the Agency for International Development.

An outgrowth of President Johnson's emphasis on promoting private enterprise in the developing countries, the new office has been charged with greatly expanding AID's contact with American profit and non-profit organizations.

The Office of Private Resources will maintain a Businessman's Information Center as a single contact point for firms interested in its services or other aspects of AID-generated private business activity. It will also work closely with Commerce Department's Office of International Investment. Those wishing further information should **write:** Businessman's Information Center, Office of Private Resources, Agency for International Development, Washington, D.C. 20523.

Major support

In collaboration with AID's new Office of the War on Hunger, the Office of Private Resources will provide major support for the Agency's efforts to accelerate the development of "agribusiness" overseas to meet world food problems.

AID Administrator William S. Gaud announced that the new organization will include all present operations of the Development Finance and Private Enterprise office designed to stimulate private investment, such as investment opportunity information services, pre-investment surveys, guaranties on investment, and lending of local currencies and dollars. In addition, the new office will include the International Cooperative Development Service, a special assistance for economics and trade, and the Industrial and Urban Development Service.

Herbert Salzman, currently Assistant Administrator for Development Finance and Private Enterprise, will head the new office. He was previously president of the Standard Bag Division of the Boise Cascade Corp., Boise, Idaho.

The new office will include staff responsibility for the Agency's lending policies and procedures, and for coordination of AID's lending operations with other U.S. and international agencies. It will also serve as coordinator for the agency in carrying out recommendations made by the Watson Committee in its report on Foreign Aid Through Private Initiative.

Alabama mission spurs trade center, products of State

Reports positive contacts in every country visited

Interest in Mobile's new International Trade Center was a highlight of the final report of the recent Alabama Trade Mission in Europe.

Wherever they went, they presented complete information on the facilities of the Center, and several trade groups agreed to carry such information in their local publications.

The industry-organized Government-approved Mission, the second to go out from Alabama, departed last fall for a month's activities in London, Amsterdam, Hamburg, Zurich, and Paris, to spark interest in the products of their State and to promote use of the Port of Mobile. The new $1.5 million Trade Center operates as a department of the State Docks, providing exhibit space for companies engaged in world commerce.

For future sales

Mission members talked with established customers, prospective customers, bankers, shippers, manufacturers, American Chamber of Commerce and government officials. In every country visited, they made positive contacts for future sales agents and/or distributors, according to the report.

Lee R. Seifert, vice president, International Department, First National Bank of Mobile, directed the Mission. Julian Smith, of Alabama State Docks, Mobile, served as Trade Development Officer.

For information on the operation of industry-organized Government-approved trade missions, **write:** Trade Missions Division, BIC-918, U.S. Department of Commerce, Washington, D.C. 20230.

BUSINESSMEN GO BACK TO SCHOOL

They learn the local rules before working abroad

Intensive training courses stress the overseas role of U.S. executive's wife

Many U.S. firms have operated on the assumption that once the language barrier was hurdled, doing business abroad was little different than in the U.S. Now they have found that words and actions don't mean the same thing overseas that they do at home, and that foreign operations often require entirely different rules for business and social conduct.

The answer is timely training—but how much training and how much time? At least five separate approaches are being made today, by the American Institute for Foreign Trade (AIFT), the American Management Association (AMA), the International Study and Research Institute (ISRI), New York specialist Alison Raymond and the Business Council for International Understanding (BCIU).

In 1958, more than 50 leading U.S. companies joined in creating the Business Council for International Understanding, which would, among other things, provide a new kind of training for executives involved in international operations.

Five times a year, the BCIU offers a four-week course in the do's and don'ts of conducting business abroad. The students range from technical specialists to managers of foreign operations; some are home-office managers with international responsibilities; others are foreign nationals employed by U.S. corporations.

The course begins with a general appraisal of the U.S. businessman's role in the world, then narrows down to deal with the specific areas to which the individual men are being assigned.

Individual briefings are arranged with appropriate officials in the Departments of Commerce and State, the Export-Import Bank, and other U.S. Government agencies familiar with the area or country of primary interest.

BCIU also sets up private foreign consultations with foreign diplomats and businessmen, as well as representatives of international organizations stationed in Washington.

Is a four-week course long enough? "Well, you obviously can't teach them what it's taken you 40 years to learn," says John S. Walter, Deputy Director of BCIU's training program. "But we can certainly help cushion the cultural shock, and give them a start in the right direction. We give them plenty of material with which to continue the learning process after leaving the course, if they choose to."

How serious are the student businessmen? "Actually, most of them are quite enthusiastic. For example, the hotel where they are quartered provides us with a common room where our people can get together for bull sessions outside of regular course hours. We don't exert any pressure; we just rely on them to pick up the ball and organize group discussions or similar activities. About 75% of the participants join in these sessions, even though they're under no compulsion to do so," according to Mr. Walter.

Most of the men's wives attend a related one-week seminar in international living, since firms realize that a socially-aware wife can be a plus to a company's image just as much as a capable husband. An increasing number of wives are taking the full four-week course.

The wives' seminar includes practical information on housing, clothing needs, health facilities, schools and other subjects that will help her run a home in a new country. Each wife has interviews with a woman who is a native of the country to which she is going, as well as an American woman who has lived there.

International public relations specialist Alison Raymond of New York feels that the wife is so crucial in international business that she has set up a special service to prepare wives and their families for living abroad.

Her basic three-day program briefs wives on:

- The mechanics of life abroad—schools, servants, health, housing, packing and similar matters;
- The country itself—areas of pride and accomplishment, particular national sensitivities;
- The specific new community—the possibilities that exist for relating the wife's Stateside interests to her new

LOCALLY-AVAILABLE EXPERTS are a valuable feature of training programs in New York and Washington. Below, Donald Taylor (l.) of Pan American Airways in Nigeria and Vincent Mannino (c.) of Bankers Trust Co.'s Liberian branch talk with Rhodesian Robert Zwinoira before leaving for their assignments.

country. This day is designed to help each woman plan to avoid the sense of boredom and isolation which often plagues American wives abroad, even in cosmopolitan cities.

Miss Raymond keeps the briefings as informal as possible, avoiding the business-like atmosphere of an office. Most sessions are held in a relaxed setting in New York City, but she will also visit the wife at home, if that is preferred. In cases involving teenagers, this often proves the most practical solution.

The basic three-day format can be revised, cutting it a bit shorter for wives who have already lived abroad and are only interested in specific information on a particular area, or lengthening it to help a woman with special problems or about whom the company is concerned.

Evaluates wives

She also helps companies evaluate wives before assigning their husbands overseas, spending a day with them and reporting back on such specific points as flexibility, interest in learning, and racial attitudes.

Miss Raymond includes a follow-up service for as long as a year, as new problems crop up which weren't covered in the original briefing. Sample difficulties include: "Nobody's speaking to my child in school . . . My servants are all leaving; how do I hold on to them? . . . I've been asked to take office in an organization. Is it advisable?"

Miss Raymond has helped prepare more than 900 government wives for overseas assignments at the Department of State's Foreign Service Institute. Her publications for women have been translated into Arabic, Japanese, Spanish and French, and her book *Half the World's People* has been reprinted in paperback in several languages.

Also headquartered in New York, the International Study and Research Institute was founded in 1962 to help acquaint businessmen with the conditions they would find abroad.

Its courses and seminars, aimed primarily at professionals interested and active in international operations, offer information on present political and economic conditions in various parts of the world, on international business, and on the problems of living and working abroad. Formalized lecture programs consist of from four to fifteen two-hour sessions.

Responding to requests from private enterprise, the Institute has also developed special orientation programs for executives and technical personnel, which focus on an individual country. Planned in consultation with personnel officers and heads of international divisions, these programs are tailor-made to the specific needs and interests of the participants.

GIVE-AND-TAKE SEMINARS allow more freedom for participation by businessmen and their wives. Above, a BCIU Africa Area study group meets with American University Professor Darrell Randall.

These special programs vary a great deal in character and concentration, from intense private briefings lasting less than a day, to area orientations for groups of five to 20 participants, and to formalized classroom courses extending over several months. The personalized approach is emphasized, and the programs are designed to take into account the interests and background of the participants, their previous international experience (or lack of it), as well as their professional position.

The American Management Association's program of management education offers seminars mainly in New York but also in Chicago, Dallas, San Francisco, Los Angeles and Atlanta, Houston, Baltimore, Cleveland, Detroit, St. Louis and Pittsburgh.

An AMA workshop seminar is a small discussion group limited to executives who already have substantial working experience in the subject area. Each registrant must have sufficient practical background to make positive contributions to the discussion. Only one executive from any company can attend any one workshop, and total attendance is limited to 15.

Orientation seminars are primarily instructional, designed to emphasize practical application of tested management techniques. Registrants at various experience levels get a comprehensive review of fundamentals in the subject area. Any number of executives from a company may register for an orientation seminar.

The AMA also offers week-long courses offering a specific body of tested principles, methods and techniques. Courses consist of lectures, demonstrations, question-and-answer periods, group discussions and case studies. Participants are encouraged to pool their knowledge and develop new approaches to chronic operating problems, and to tailor the techniques and methods learned in the course to their own company's requirement.

The AMA is also affiliated with the American Institute for Foreign Trade in Phoenix, which concentrates on executive overseas training in language.

Six-week course

The AMA-affiliated American Institute for Foreign Trade offers executives assigned abroad an intensive six-week course aimed primarily at giving him facility in either Spanish, Portuguese or French.

Constant association with the language, the instructors, the authoritative discussions on life and business aboard are designed to furnish the executive with a perception of the social, cultural and business atmosphere in which he will be working.

The discussions are concerned chiefly with foreign business practices, and can be shifted to suit the requests of the trainees or their companies. Once again, wives are encouraged to enroll with their husbands.

Tacoma, Wash., bank gets 'E' for increasing Pacific Northwest exports to Asian countries

Commerce Dept. ceremony marks Washington State bank's service: loans to local producers, credit to Japanese banks

A Tacoma, Wash., bank has been honored nationally for financing shipments of furniture, food products, machinery, clothing and many other goods from the Pacific Northwest to East Asia. The National Bank of Washington has increased its export financing in three years from $2 million to more than $19 million.

The bank, prompted by concern regarding the U.S. balance of payments, decided in 1962 to widen the scope of its foreign division. An expansion program was outlined by the U.S. Department of Commerce and the Regional Export Expansion Council.

Its Tacoma location puts the National Bank of Washington in an ideal position to promote overseas shipments of Pacific Northwest products. The city is a major Pacific Coast port, serving an important fruit and manufacturing area.

The bank for many years had been serving its clients with credit accommodation for specific needs in financing foreign shipments of goods. In 1963, in an effort to develop exports further, the bank made an extensive survey of manufacturers in the greater Tacoma area. As a result of this research, bank representatives called on 37 local businessmen to try to interest them in entering the export market. These were producers of such diversified items as ships, furniture, food products, structural steel, plywood, machinery, fabricated timber, newsprint and wearing apparel.

These companies were invited to bank-hosted luncheons and meetings at which Department of Commerce representatives discussed aspects of export trade. Also participating were marine insurance brokers, custom house brokers, port representatives, exporters and foreign division officials of the bank, who answered questions for the potential exporters.

As a result of these meetings, eight companies entered export sales primarily through export brokers; one firm developed an export division and another is in the initial stages of a similar development; and several are reviewing the periodic opportunity lists furnished by the Department of Commerce.

At the time of its entrance into export financing, NBW participated in a series of export promotion seminars for businessmen sponsored by the Regional Export Expansion Council, of which the bank's president is a charter member.

In addition to increasing direct loans to finance exports, the bank embarked on a program of extending credit to Japanese banking institutions for financing imports from the Pacific Northwest, after observing that a large volume of ocean shipments from Puget Sound ports was going to Japan.

An initial approach had been made in 1961 with a modest credit line to a Japanese bank for the acceptance of drafts drawn on NBW by beneficiaries under the bank's letters of credit. The bank president toured Japan personally to survey the economy and evaluate the export market. His favorable reaction, after talking with government and business leaders, was to grant to NBW's correspondent bank their maximum line of credit for acceptance financing of U.S. imports. As a result of the ensuing credit extension, NBW's export volume grew considerably.

Two additional Japanese banks were given similar lines in 1964 and a fourth one, in 1965.

Each of these banks is limited in the use of its line of credit to the importation of goods from West Coast ports of the United States to Japan. Under these restrictions, dollars are channeled into the economy of the area served by the bank and its affiliates. Also, the borrowers are precluded from financing shipments from other countries, which would have no bearing on efforts to expand U.S. exports.

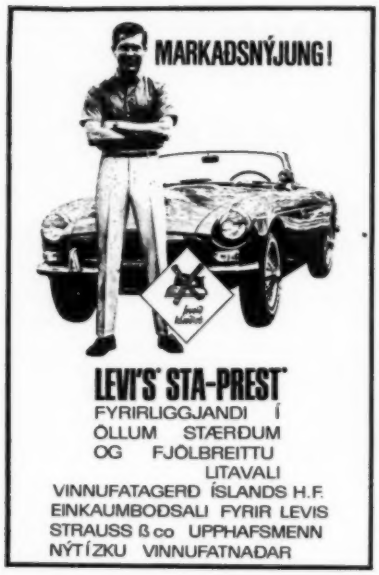
Several local exporters have prospered and expanded their trade volume in recent years with NBW assistance. One example is an individual who sells walnut logs, maple burls and similar specialities in Europe and Japan. His annual sales were growing significantly and the bank helped him with modest amounts of credit to acquire inventory and equipment. Bank facilities were used to prepare drawings under letters of credit, against which advances were made. The exporter is also expanding his direct sales to the Continent and the Orient by use of Department of Commerce prospect lists.

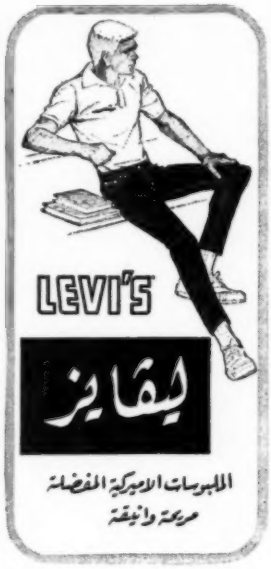
A scrap dealer uses NBW credit for inventory accumulation, issuance of back-to-back letters of credit and negotiation under letters of credit opened by NBW's foreign bank correspondents. The dealer's sale of scrap overseas has quadrupled in three years.

A dried fruit processor, a bank client for 15 years, receives regular seasonal credit and advances against overseas shipments. The company has undergone a prosperous growth and now owns five processing plants.

Acting Secretary of Commerce Alexander B. Trowbridge presented the award to bank president Goodwin Chase at a ceremony last month in the Secretary's office.

PRESENTATION OF 'E' AWARD to the National Bank of Washington was made recently at a ceremony in the Secretary of Commerce's office. Among those present were, l. to r., Sen. Henry M. Jackson, Rep. Floyd V. Hicks, Acting Sec'y of Commerce Alexander B. Trowbridge, National Bank Pres. Goodwin Chase and Mrs. Chase, and Sen. Warren G. Magnuson. Bank launched export drive five years ago.





FROM ICELAND TO TAHITI BY WAY OF THE ARABIC LANDS, advertisements keep the name LEVI'S identified with up-to-the-minute trends among youth.

Price is no object with foreign LEVI'S buyers, still convinced product is straightest shooter

LEVI'S can't keep up with demand for blue jeans, despite increased costs; worldwide ad drive sustains momentum

Like their parents, kids overseas are willing to pay higher prices for U.S. goods if they're convinced the quality justifies the extra cost. A case in point is the continued success of LEVI'S blue jeans, which retail for about $4.50 in the U.S., but which can cost European youngsters as much as $7 apiece after the costs of ocean freight, import duties, sales taxes, importer margins and higher retail markups are thrown in.

Despite this premium price, foreign youth are buying LEVI'S in quantities which tax the company's ability to keep up with the demand. Obviously, the brand name has acquired a great deal of intangible value through aggressive advertising and promotion which have established it as a household word with foreign youth.

Foreign marketing began in a serious way for Levi Strauss & Co. a little over ten years ago with the commencement of exports to several Western European countries. There are now exclusive import distributors or agents for the LEVI'S line in over 50 countries.

A warehouse and sales headquarters has been set up in Antwerp, Belgium, to service European customers. A similar installation was recently established in Hong Kong for supervision and servicing Australasian markets. In addition, the company has recently commenced pilot overseas manufacturing units in the Far East, Europe and Latin America.

Supervising all export activity and overseas subsidiaries is a domestic subsidiary, Levi Strauss International, also headquartered in San Francisco.

Foreign advertising and promotional campaigns are worked up on an annual basis. In most countries the company offers its exclusive import distributor a cooperative program in which the distributor pays half the cost and Levi Strauss International pays the other half.

At the beginning of each year, each distributor is appropriated a certain advertising budget.

Next, the distributor and a home office representative discuss the proposed advertising program, including overall strategy, product mix, copy, art and media plan. Since most distributors have advertised the line for a number of years, they understand the company's philosophy as to the desired brand image and advertising philosophy, and basic disagreements concerning the desired advertising approach seldom arise.

Following approval by Levi Strauss International, the distributor has his program produced and placed by his local advertising agency. After the advertising has run, he sends copies of the ads together with the bills to Levi Strauss International for reimbursement of 50% of the cost, up to the pre-arranged limit.

The company also supplies its distributors and retail customers, free of charge, with a considerable volume of full-color display material such as posters and counter cards. Other promotional activities such as contests, record giveaways, and trips to the U.S. have also been conducted.

The company tries to achieve a similarity of appearance or brand image from country to country. This is not 100% possible, however, since the program for individual countries often has to be tailored to the prevailing marketing and advertising situation.

For example, media catering to the teenage and young adult audience do not

exist in all countries, but where available these offer a very efficient way of approaching the LEVI'S market. Good examples of such media are the weekly music newspapers published in Great Britain, the French teenage magazines, *Salute les Copains* and *Mademoiselle Age Tendre*.

In countries where such selective media do not exist, the company has to resort to general media such as newspapers, where a sports page location is sought. Where cinema advertising is used, an attempt is made to tie in closely with movies with special appeal for a youth audience. Other means of reaching a young audience include sponsorship of sports events, such as soccer or ski competitions.

The nature of the advertising message varies too, depending on the company's market penetration and the merchandising sophistication of the country. In cases where LEVI'S was just breaking into the market it often proved wise to concentrate on blue jeans and stay close to a western or cowboy theme. In more sophisticated style markets or places where a wide range of sportswear is offered, the company has moved away from promoting a western image to more of a contemporary, young "with-it" advertising presentation.

Flexible policy

Naturally, there is an overall economic relationship between overseas sales volume and the total advertising budget. Within that economic guideline, the company attempts to invest its funds in a flexible manner.

Putting it all together, however, adds up to an ever increasing world awareness of LEVI'S, and the brand's familiar trademark can now be seen all over the world: along canals in Amsterdam, billboards in Vienna, native magazines in Africa, illuminated signs in Tokyo, shopping bags in Bangkok, football stadiums in Berlin, the Tahiti Daily Journal, chic Paris fashion magazines, towed by airplanes over Belgian beaches, in the several Disneyland-type "wild west" villages throughout Europe, in Arabic movies in Lebanon, and in shop windows of Iceland.

Judging from the heavy number of inquiries received from Eastern Europe, much of this effort seems to be overflowing into countries where no organized LEVI'S advertising program is yet possible. The company says we may soon see an illuminated version of the familiar LEVI'S SADDLEMAN symbol riding tall in the saddle high atop one of the spires of Moscow!

U.S. share of world exports of manufactures decreases

Small gain in chemicals more than offset by declines in other goods, in third quarter of last year

Data on the U.S. share of world exports of manufactured goods are reported quarterly in INTERNATIONAL COMMERCE. *The previous report appeared in the issue of Dec. 5, 1966.*

Information on the third quarter of last year is given below. The article and table were prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce.

The U.S. share of world exports of manufactures to markets other than the United States in the third quarter lost much of the gain recorded in the first two quarters of the year.

Our share in the September quarter fell to 22.6%, six-tenths of a percentage point lower than the average in the two preceding quarters. This share decline occurred, at least in part, as a result of the normal seasonal fall in these exports.

The drop of about $360 million was a relatively sharper fall than that shown by the other major industrial countries.

In the first nine months of 1966, however, the U.S. share of world manufactures exports was 23%, an improvement of four-tenths of a percentage point over the comparable period of the preceding year.

Chemical share higher

In contrast to other major groups of our manufactures which had share losses in the third quarter, chemicals showed a quarter-to-quarter rise of three-tenths of a percentage point. This modest gain, following a substantial recovery in the second quarter, brought the chemical share back to 25.4%, the level of the last three months of 1965. The relatively stronger U.S. position in July-September resulted from a negligible increase in our shipments at a time when those of other exporting countries diminished. The rise in U.S. deliveries of organic chemicals, isotopes, and fertilizers was slightly in excess of reductions in exports of other types of chemicals and helped advance our share at the expense of Italy, Japan, and France. South America, Asia, and Oceania were the buoyant markets for U.S. chemical exports.

The smallest deterioriation from the June quarter in the U.S. share of world exports of manufactures shipped to foreign destinations was registered in electric machinery. The loss of three-tenths of a percentage point brought our share down to 25.6%. Nevertheless, at that level, it remained above every other quarter in the preceding year and a half. In fact, the January-September share bettered that of the parallel period in 1965 by 1.3 percentage points.

The slight third quarter U.S. setback in electric machinery arose from a decline of 6% from the second quarter value as all principal types moved abroad in somewhat smaller amounts. In contrast, Germany's exports of these goods remained level, resulting in a share gain of a full percentage point. The United Kingdom also improved its relative position by about three-quarters of a point and Japan by half a point.

The U.S. share of nonelectric machinery exports, our best seller among manufactures, dropped sharply in the September quarter, by 1.2 percentage points, to 29.9% of the world total. This was the lowest level in recent years, excluding the strike-affected first quarter of 1965. Exports of these goods decreased by 9% to $1.3 billion in the third quarter, with major declines in power generating and agricultural machinery and in heating and cooling equipment.

Canada and Western Europe were the principal markets where purchases were reduced. Despite this sharp fall off in deliveries in the third quarter, exports of nonelectric machinery for the full nine months were 12% higher than the level in the first nine months of 1965. Among our leading competitors, the Federal Republic of Germany made the greatest gain in share of nonelectric machinery sales, moving up from 22.3% to 24% in the third quarter.

Transport equipment share drops

The U.S. share of world transport equipment exports, which reached a three-year peak in the first three months of 1966, dropped for the second successive quarter to 28.1%. The nine months'

share, however, was almost a full percentage point above the corresponding period in 1965. The value of our transport equipment deliveries fell by $140 million, or 15%, between the second and third quarters. Shipments of road motor vehicles, aircraft, and related parts dropped substantially to Canada, Western Europe, and Asia.

Others decline

Reversing gains in the first two quarters, U.S. exports of all other manufactures declined by seven-tenths of a percentage point in July-September. The nine months' share, as with chemicals, machinery, and transport equipment, was nevertheless slightly above that of January-September 1965.

U.S. shipments of these goods, which include such varied items as metals, textiles, and consumer nondurables, fell by 5% in the third quarter, while those of other industrial nations dropped by less than 1%. Of our top six competitors, only France had a share loss in these goods.

Competitors gain

Among our five major competitors, Germany, Japan, and the United Kingdom recorded sizable increases during the September quarter in their share of world exports of manufactures to destinations other than the United States. The relative positions of Italy and France declined over the three months.

The German share of manufactures exports gained by nine-tenths of a percentage point, despite virtual stability in their value. The greatest German strength was shown in both types of machinery and in "other manufactures."

Japan showed a gain in overall position about the same as Germany's as a consequence of an 8% rise in the value of shipments from a much smaller base. That country expanded its deliveries of transport equipment, following a substantial drop in the June quarter.

The British share rose somewhat less than that of the other two countries, as its exports advanced slightly. Transport equipment and chemicals set the pace, with both of these showing share improvements.

Italy and France lost shares of the world market, with declining exports in the September quarter. The drop was much greater for France, as transport equipment exports tumbled both in value and share in contrast to a strong upward movement from the first to the second quarter. Reversals for Italy in sales of machinery and chemicals caused a small overall share loss.

U.S. SHARE OF WORLD EXPORTS OF MANUFACTURES

Commodity	U.S. exports (million dollars)	U.S. share (% of world exports to foreign markets [1])	Commodity	U.S. exports (million dollars)	U.S. share (% of world exports to foreign markets [1])
Manufactures, total			**Electric machinery**		
1964 1st quarter	3,944	23.9	1964 1st quarter	416	27.8
2nd	4,160	23.8	2nd	405	25.4
3rd	3,891	23.5	3rd	381	25.4
4th	4,387	23.0	4th	463	26.1
1965 1st	3,776	21.0	1965 1st	377	23.0
2nd	4,725	24.2	2nd	444	25.3
3rd	4,113	22.6	3rd	398	24.1
4th	4,674	22.3	4th	442	23.6
1966 1st	4,662	23.1	1966 1st	448	25.1
2nd	4,902	23.3	2nd	486	25.9
3rd	4,544	22.6	3rd	459	25.6
Chemicals			**Transport equipment**		
1964 1st quarter	553	26.9	1964 1st quarter	740	28.4
2nd	582	26.5	2nd	783	28.6
3rd	606	28.2	3rd	695	28.7
4th	623	26.7	4th	811	27.3
1965 1st	501	22.1	1965 1st	778	26.3
2nd	642	25.8	2nd	907	28.9
3rd	612	25.6	3rd	735	28.1
4th	647	25.4	4th	891	27.2
1966 1st	632	24.3	1966 1st	918	29.4
2nd	683	25.1	2nd	927	28.5
3rd	689	25.4	3rd	787	28.1
Nonelectric machinery			**Other manufactures**		
1964 1st quarter	1,132	31.6	1964 1st quarter	1,103	16.3
2nd	1,199	31.4	2nd	1,191	16.6
3rd	1,095	31.5	3rd	1,114	15.9
4th	1,228	30.9	4th	1,262	15.8
1965 1st	1,062	28.8	1965 1st	1,058	14.2
2nd	1,423	33.4	2nd	1,309	16.6
3rd	1,186	30.8	3rd	1,182	15.4
4th	1,373	30.4	4th	1,321	15.1
1966 1st	1,351	30.7	1966 1st	1,313	15.8
2nd	1,444	31.1	2nd	1,362	16.0
3rd	1,318	29.9	3rd	1,291	15.3

Note: The term "manufactures" refers to chemicals, machinery, transport equipment, and other manufactures, except mineral fuel products, processed food, fats, oils, firearms of war, and ammunition.

[1] World exports are defined as exports from 14 major industrial countries, as follows: United States, Austria, Belgium-Luxembourg, Canada, Denmark, France, Federal Republic of Germany, Italy, Netherlands, Norway, Sweden, Switzerland, United Kingdom, and Japan. Exports to foreign markets are total exports excluding exports to the United States. In 1964 these 14 countries accounted for 77% of exports from all countries of manufactures.

JOINT BUSINESS-GOVERNMENT UNDERTAKING to provide protein foods for Central America is affirmed by (seated l. to r.) Dean McNeal, vice president of Pillsbury's agricultural division; William S. Gaud, administrator of the Agency for International Development; Dr. Juan Scaffini, charge d'affaires from El Salvador. Attending the signing ceremony were (standing l. to r.) Congressmen Odin Langen, Clark MacGregor and Donald M. Fraser, all of Minnesota. This is first step in global effort.

Pillsbury to pioneer protein supplement in El Salvador

Joint effort with AID seen as first of series with U.S. firms

A U.S. food processing firm will work to bring newly developed protein food supplements from cottonseed, peanuts and soybeans to protein-short peoples in Latin America.

The Pillsbury Co., of Minneapolis, signed an agreement in Washington last month under which it will finance product development, and the Agency for International Development will provide $60,000 for Pillsbury to conduct a market survey and test products in El Salvador.

At the signing ceremony, Agriculture Secretary Orville L. Freeman underscored the importance of participation by U.S. private firms in the effort to overcome food shortages. Such support of the U.S. food processing industry was also asked by AID officials at the ceremony.

The agreement was signed by Dean McNeal, vice-president of the agriculture division of Pillsbury, and William S. Gaud, administrator of AID. El Salvador was chosen for the experiment because Pillsbury has a joint milling venture there and thus has gained knowledge of the country, and because El Salvador's small size makes it possible to acquire and evaluate research information quickly.

If the market survey and product-testing prove successful, Pillsbury plans a joint venture with Salvadoran businessmen for the production, distribution and sale of high-protein foods manufactured from locally-grown vegetable proteins.

Initially, Pillsbury will introduce a beverage developed by patented technology in the company's research laboratory. Later they may introduce solid foods such as a vegetable-based spread and chewable products based on this same technology. Their intention is to produce a food that will be attractive and low-priced enough to be sold in stores to average families, not merely used as part of demonstration programs.

The information and experience generated by the exploratory efforts in El Salvador will be made available by AID to other interested companies. The program is expected to eventually become global and to involve some 20 U.S. food manufacturers and marketers.

Illinois company joins AID'S largest investment survey

Study to evaluate potential of fertilizer enterprise in Thailand

The International Minerals & Chemicals Corp. (IMC), of Skokie, Ill., will participate in the largest investment survey in AID's six-year-old program. It is a $359,700 two-phase study which may lead to establishment of an integrated fertilizer manufacturing and distribution complex in Thailand.

The first phase of the survey will study the feasibility of a Thai Government technical assistance project designed to encourage private enterprise and initiative in agriculture.

The second phase of the survey will involve an in-depth study and assessment of a proposed fertilizer investment.

IMC is a major world supplier of chemical fertilizer materials. As with all survey agreements, AID would pay up to one-half of the cost, or a maximum of $179,850 if IMC decides against the venture. In this event, AID would gain possession of the study for use in interesting other potential investors. IMC will pay the entire survey cost if it proceeds with the project.

The investment, if carried out, would be expected to spark an increase of $150 million to $600 million in annual Thai farm income, according to preliminary estimates.

Investment survey agreements of this type are among the incentives employed by AID to stimulate private enterprise participation in the economic growth of developing countries. Administered by AID's Office of Development Finance and Private Enterprise, other assistance includes low-cost specific risk and extended risk guaranties on investments, a catalog of investment opportunities throughout the developing world, help in arranging local-currency loans and, in some cases, dollar loans for investors.

Consulting engineers from 18 countries to meet in U.S.

International congress planned for May 8-11 in Washington

The team approach to building design, professional ethics, government engineering competition, and the shortcomings of consulting engineering education are among the topics to be discussed when consulting engineers from 18 countries meet at the Shoreham Hotel, Washington, D.C., May 8-11.

The first International Congress of Consulting Engineers to meet in the United States will bring together an estimated 600 engineers in private practice, members of Consulting Engineers Council of the United States (CEC/US), the American Institute of Consulting Engineers (AICE) and the International Federation of Consulting Engineers (FIDIC), the Council reports.

Experts to speak

Speaking on the need for a "design team" approach to building construction will be Robert L. Durham, president-elect, American Institute of Architects; Samuel A. Bogen, president-elect, CEC/US; Irving Hand, president, American Institute of Planners, and Earl Bennett, president, Producers' Council, Inc.

Professional ethics will be discussed by a panel of experts, including General Herbert D. Vogel, engineer adviser, International Bank for Reconstruction and Development; Robert Alligood, member of the Florida legislature and former executive director, Florida Engineering Society; and Albert A. Carretta, attorney, a former commissioner of the FTC.

"The Role of Government in Engineering" will be viewed by a consulting engineer, Richard D. Harza, Harza Engineering Co., Chicago, and by a Federal official, Floyd E. Dominy, commissioner of the Bureau of Reclamation. "Recruiting the Engineer Graduate" will be discussed from several viewpoints, by Conrad Berenson, executive director, New York City Research Foundation, and John L. Park, president, American Society of Certified Engineering Technicians.

Exhibitors have been showing strong interest in the convention, the Council reports.

Invitations to tour the exhibit hall—at convention headquarters—will be extended to officials of Federal agencies, architects, and others concerned with building and development.

For additional information, **write:** Consulting Engineers Council, 1155 15th St. N.W., Washington, D.C. 20005.

U.S. food processing firm studies Tunisian venture with AID help in survey

A United States food processing company is studying the possibility of establishing a poultry operation in Tunisia with the help of the Agency for International Development.

Protein Products Co. of New York City, a subsidiary of Ward Foods Inc., is involved in the development and manufacture of food products outside the United States. Ward Foods, the parent organization, is a producer and distributor of a diversified line of food products, and harvesting, reaping and food processing machinery. The Ward firm has undertaken two previous AID investment surveys concerning proposed slaughterhouse, feed lot, and mill operations in Mali and Somalia, in the latter case through its subsidiary, American Sheep Co.

The current two-month survey in Tunisia will cost $40,330, of which AID is underwriting half. The company will pay the entire survey cost if it proceeds with the venture. If it decides not to invest, AID will pay its share and gain possession of the study for use in interesting other potential investors.

Henry Sheehy resigns as president of FCIA

Henry G. Sheehy has resigned as president of the Foreign Credit Insurance Association as of July 1, it has been announced by the association's governing committee. A successor is expected to be named shortly.

Sheehy, who had been prominent in the insurance business for many years, became president of the FCIA shortly after it commenced business in February 1962. He requested resignation in order to return to his home city of San Francisco.

To explain new program

Herbert Salzman, assistant administrator for private resources of the Agency for International Development, will address a meeting of the International Trade Club of Chicago Mar. 9 at the Sheraton-Chicago Hotel. He will discuss "AID's New Initiatives in Private Investment."

U.S. exports to East Europe on the upswing

Applications to export $153 million in U.S. products to the U.S.S.R. and other Eastern European countries were approved in 1966, according to the U.S. Department of Commerce's Seventy-eighth Quarterly Report on Export Control.

The total compared with $143.4 million in 1965, the report said.

The value of commodities approved for export in any quarter is not necessarily the same as the value of commodities actually exported in the same period.

Actual exports to Eastern Europe in the first nine months of 1966—latest period for which figures are available—were $137 million, the report shows. Imports were $131.3 million.

Approved applications covered products valued at $30.5 million, compared with $34.9 million in the Third Quarter, and $41.3 million in Fourth Quarter 1965.

Agricultural commodities valued at $14.5 million, and hides and skins at $4.9 million, accounted for a large share of the license approvals. Czechoslovakia, Bulgaria and Hungary were the principal destinations for the agricultural goods, and the U.S.S.R., Poland and Rumania for the hides and skins.

A breakdown in Third Quarter trade showed exports to the Eastern Europe countries were $36.6 million, compared to $45.5 million in the previous quarter, and $24.3 million in the comparable period of 1965.

The imports were $46.9 million, compared to $44 million in the previous quarter, and $34.5 million in the Third Quarter, 1965.

U.S. technical data continued in heavy demand in the Eastern countries.

The report reviews the easing of U.S. export controls over shipments of nonstrategic goods to East Europe in line with President Johnson's policy of improving trade relations in that area.

The Seventy-eighth Quarterly Report on Export Control is for sale at 25¢ a copy by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any Department of Commerce Field Office.

United States overseas

The export promotion dates on these five pages offer important information for the U.S. exporter by telling what to sell, and where and when. The opportunities lie in commercial trade fairs, U.S. trade center shows, trade missions, America Weeks, the Sample Display Service and Mobile Trade Fairs. The last three are described elsewhere in this schedule.

Aggressive promotion is necessary to clinch the sale, but the task is made easier by exposing your products in the ways listed here.

► Exhibits in commercial fairs by the United States are selected after a research study shows a market for the product.

► Trade center shows held in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm, are limited to specific product lines.

Write: Bureau of International Commerce, Code 938, Department of Commerce, Washington, D.C. 20230.

► Trade missions composed of U.S. businessmen are organized to promote the export of U.S. goods and services. Some are organized and financed by the U.S. Government. Others are industry-financed and industry-organized and programmed with Government help.

American firms interested in selling their products abroad are invited to submit their business proposals to: Bureau of International Commerce, Code 918, Department of Commerce, Washington, D.C. 20230.

This calendar of exhibitions will appear in the first issue of INTERNATIONAL COMMERCE each month.

Consumer products. SWITZERLAND. The Herren Globus men's stores in Switzerland are planning a retail promotion of U.S. merchandise to be held from March to September. As part of the promotion, the store will present a special exhibition of current U.S. space activities. The display will have its premiere in March at the main Herren Globus store in Zurich, and then travel to Herren Globus stores throughout Switzerland until September. **March 1-Sept. 1.**

Space fully booked

Construction, farm, and automotive maintenance equipment. LIBYA. Unprecedented market opportunities abound in Libya's social and economic program stimulated and financed by its new-found oil wealth. Construction and agriculture have top priority in the Government's Development Plan that calls for expenditures of at least $325 million in the next two years. In addition, the private sector is in a $1 billion construction boom of its own and needs all kinds of building materials and equipment. **U.S. commercial exhibition, Tripoli International Trade Fair, Libya. Feb. 28-March 20.**

Heating, ventilating, air-conditioning, and sanitation equipment. ITALY. Huge multi-billion dollar Italian government construction programs for schools, hospitals, tourist facilities, and state-owned industrial plants over the next few years open excellent market possibilities for U.S. manufacturers of heating, ventilating, air-conditioning, and sanitation equipment. The U.S. exhibit coincides with the annual Italian Exposition and Convention on Heating, Air-Conditioning, Refrigeration, and Sanitation Equipment at the Milan Fairgrounds adjoining the Trade Center. **Milan Trade Center. March 1-7.**

Space fully booked

Specialized medical research and hospital laboratory equipment and supplies. GERMANY. German hospital and medical requirements for laboratory and research equipment, instruments and supplies are growing. There are 150 privately operated clinical laboratories and nearly every one of the 3600 hospitals provides a variety of analytical and medical investigative services. There is considerable need and desire to expand and modernize many of the existing facilities. U.S. manufacturers catering to clinical chemistry, pathology, hematology and related medical disciplines will find promising market opportunities, especially in the fields of medical research. **Frankfurt Trade Center. March 13-18.**

Space fully booked

Equipment and supplies for commercial and residential buildings. THAILAND. Thailand's dynamic economic growth is being paced by booming construction and steady increases in tourism. Hotel rooms are expected to increase 500 percent by 1970, and new restaurants and apartment houses are springing up daily. Existing buildings are modernizing their equipment to meet the competition from new construction. Demand for building and catering supplies and equipment is met almost entirely by imports, as very little in these lines is made domestically. **Bangkok Trade Center. March 22-30.**

Machine tools, general industrial equipment, food processing and packaging, electronic components, chemical products and raw materials. BRAZIL. U.S. Trade Mission. Mission is scheduled for **April 2-29.**

Space fully booked

High vacuum equipment. UNITED KINGDOM. There's profit in vacuum, and a sizeable amount of that profit can be gained through international sales. This year, the British market for high vacuum equipment is worth an estimated $11 million. The increasing utilization of thin film techniques in U.K. industry will push sales way beyond that figure in the near future. You can share in this business by exhibiting at the London High Vacuum Show, sponsored by the U.S. Department of Commerce in cooperation with the American Vacuum Society. The only vacuum exhibition in Europe next year. **London Trade Center. April 10-14.**

Space fully booked

Measurement and control apparatus. FRANCE. The French market for this equipment has experienced even, strong and uninterrupted growth in consumption. The market

promotions

doubled in the last five years and will double again to $330 million in the next three years. The most promising means to reach this market is by MESUCORA, a quadrennial trade fair, which will be attended by more than 100,000 technicians and buyers from all over Europe. **U.S. commercial exhibition, MESUCORA, Paris. April 14-21.**

Area and investment development, metal and mineral mining and processing equipment, food processing and packaging equipment, general industrial machinery, metalworking machinery. TURKEY. U.S. Trade Mission. Mission scheduled for **April 15-May 13.**

Consumer products. SWEDEN. The Ahlen and Holm, AB, department store chain in Sweden is planning a retail promotion of U.S. merchandise to be held from April 24 to May 6. "Hello California" will be the theme of the promotional effort with "Miss California" as the focal point during the two-week sale. U.S. goods will be sold in 15 retail outlets throughout Sweden with special purchases in the U.S. for the America Weeks promotion expected to total $300,000. Items in demand by Ahlen and Holm for the sale include sports and leisure equipment; men's, women's, and children's ready-to-wear clothing; light underwear of all kinds; camping and gardening tools and equipment; home sewing equipment and yard goods; traveling equipment; modern kitchen equipment and bar utensils; toys of all kinds; gift articles; perfumes and toilet articles; phonograph records; and specialty foods and delicacies. **April 24-May 6.**

Welding machines & apparatus, inspection testing, machine tool attachments and components. UNITED KINGDOM. The British import market for machine tools is worth $100-110 million annually. Imports of welding equipment add another $15 million. There has been a sustained increase in imports for the past several years and all indicators show that this trend will continue. U.S. manufacturers will be able to show and sell to 50,000 production managers and engineers. **U.S. commercial exhibition, International Engineering and Welding Exhibition, London. April 25-May 4.**

Space fully booked

Materials handling equipment. EUROPE. Throughout industrial Europe materials handling equipment is in increasing demand. Problems arising from shortages of labor, spiraling wages and production costs call for constant attention. Devices and systems which will lift, load, store and convey all types of products and materials quickly and economically are constantly in demand as a prime means to increase output, reduce labor input and hold the cost line. In Germany alone consumption of materials handling equipment was valued at approximately 400 million dollars in 1965, of which imports accounted for almost $30 million. U.S. systems and equipment for automated warehousing, boxcar and truck loading, order picking, weighing and registering, as well as narrow aisle trucks, special purpose fork lifts, advanced design clam and other grab buckets, magnetic conveyors, vacuum-lift systems and fluid control devices are among the items which are expected to elicit particular interest. **U.S. commercial exhibition, Hanover Trade Fair, April 29-May 7.**

Consumer products. Grands Magasins a L'Innovation, BELGIUM. A group of buyers from L'Innovation, Belgium's largest department store chain, will visit the United States this fall to purchase some $300,000 worth of U.S. consumer goods for an "America Weeks" sale. The extensive shopping list includes ladies', men's and children's ready-to-wear garments; sportswear and undergarments, including beach articles; household articles of all kinds, such as fabrics, notions, white goods, furniture and house furnishings, electrical appliances and gadgets; personal items, drugs and cosmetics, jewelry, stationery, and paper products. This "America Weeks" promotion will be held in at least five L'Innovation stores—two in Brussels, and one each in Antwerp, Liege and Ghent. Scheduled for **May 5-28.**

Micro-miniature circuits and components. GERMANY. A volume and growing market exists in Germany and Europe for specialized small electronic circuits and components, especially integrated circuits. Hybrid circuits, which are also extensively used, generate a need for compatible discrete components; resistors, switches, etc. Consumption of these products in Germany and the surrounding countries, in addition to space and federal programs, is heavily oriented towards industrial and consumer applications. Advances in U.S. technology and finished products, established production facilities and experienced technical personnel give American manufacturers an excellent marketing position to supply known European needs. Likelihood of low tariffs portends long term potentials for U.S. firms who enter the market now. **Frankfurt Trade Center. May 8-12.**

Liquefied petroleum gas utilization equipment. ITALY. Rising prosperity, increasing consumer incomes, and the desire to modernize both the home and the factory have generated increased demand in Italy for LP Gas appliances and equipment. From 1956 to 1965, LPG consumption increased 360% and the current 10% annual rate of growth is expected to continue for many years to come. This growing market offers excellent opportunities for sales of all types of U.S. made LPG equipment. **Milan Trade Center. May 12-18.**

Space fully booked

Packaging machinery and materials. UNITED KINGDOM. Great Britain is one of the world's largest markets for packaging machinery and materials. Last year, packaging machinery sales were almost $106 million. Almost a third of that was imported—which proves that this market can be sold on an export basis. British end users look to the U.S. for new ideas in packaging. Dynamic American firms can translate this preference into new dollar sales by exhibiting. **London Trade Center. May 17-26**

Production and testing equipment for the electronics industries. SWEDEN. The rapidly growing Swedish electronic industry is producing a wide variety of products for consumer, commercial, industrial, research and other applications. The several hundred electronics manufacturers in Sweden and adjacent Scandinavian countries offer a worthwhile market for U.S. manufacturers of advanced equipment for the production, assembly, encapsulation and insulation of electronic gear, as well as for sophisticated quality control,

THREE-WAY PROMOTION occurred at U.S. Exhibition, El Salvador International Fair, as New Jersey's Mobile Trade Fair van, accompanied by a trade mission, arrived. The state's van traveled through Central America.

production, and in-line testing equipment and instruments related to the manufacture of electronic products. This exhibition is the first of its kind in Scandinavia and follows highly successful similar Trade Center shows in Frankfurt, Milan, London, and Tokyo. **Stockholm Trade Center. May 18-24.**

Auto service and maintenance equipment. JAPAN. Japan's automotive service industry is modernizing to keep pace with a spectacular rise in vehicle registration. U.S. firms can capitalize on the expansion by exhibiting in this Exhibition. U.S. automotive equipment is known in Japan for its durability, precision performance, and technical innovation. **Tokyo Trade Center. May 22-27.**

Space fully booked

Aviation equipment and components. FRANCE. Air passenger and cargo traffic in Europe is increasing at an extremely fast rate annually, requiring a corresponding growth in commercial airfleets, airports, freight and ground handling facilities, service and repair equipment and all types of aircraft equipment and components. With facilities already feeling the strain of traffic beyond capacity, sales opportunities for U.S. made equipment throughout Europe's aerospace industry have never been better. For the first time, the U.S. government and aerospace industry have joined forces to present an exhibition of the latest aviation equipment components and technology. **U.S. commercial exhibition. 27th International Aviation and Space Salon, Paris. May 26-June 4.**

Metal finishing and anti-corrosion equipment and supplies. SCANDINAVIA. Sweden and the neighboring Nordic countries are modernizing their industrial facilities. The metal working industry which figures prominently in the Swedish economy, and other related industries are in need of advanced technique for metal finishing and the protection of metals from corrosion. There is an opportunity for U.S. industry to introduce recent innovations and significant developments in this field. **Stockholm Trade Center. June 8-14.**

Industrial furnaces. ITALY. Italy's rapid industrial growth, particularly in the steel, automotive and metal-working sectors, provides excellent market possibilities for advanced and sophisticated U.S. metal heat treating equipment. Heat treating of metals is becoming more and more important in Italy, and the demand for industrial furnaces is expected to increase considerably in the next few years, as Italian manufacturers look for advanced industrial heat treating equipment in an effort to cut down on ever-increasing production costs. This exhibit will be the first exclusive showing of industrial furnaces in Italy. **Milan Trade Center. June 13-18.**

Industrial and scientific photographic equipment. UNITED KINGDOM. Large research and development programs in industry and extensive research in the universities have created a substantial market in the United Kingdom for industrial and scientific photographic equipment. Additionally, England is making increasing use of photogrammetry in town planning and traffic studies, opening up additional market opportunities. There are at present 17,000 in-plant photographic departments in the U.K. employing 68,000 people. The average department owns some $4,000 worth of equipment. Sales of photographic equipment and materials to these users totaled $176.4 million in 1965. **London Trade Center. June 13-23.**

Commercial and household air conditioning equipment. THAILAND. Heavy emphasis on new construction, particularly that designed for tourist use, is contributing to the ever-increasing demand for air conditioners. In 1964, Thai imports of air conditioning equipment and parts amounted to about $2 million, an increase of 25% over 1963. U.S. manufacturers have been very successful to date but indications are that other foreign companies are jealously eyeing our major share of the Thai air conditioning market and are about to provide greatly increased competition. Aggressive sales promotion through the medium of this Trade Center exhibition will help offset the rising challenge of non-U.S. manufacturers. **Bangkok Trade Center. June 14-23.**

Equipment and systems for telemetry and remote control. GERMANY. A highly receptive market reportedly exists in Germany for telemetric, telecommand, and remote control equipment, for use in the country's advanced industrial, communications, and scientific facilities. The annual market approaches $10 million, with excellent growth prospects for "information transference" equipment in the fields of aerospace, industrial, scientific, bio-physical/medical, meteorological, time-motion, and related intra- and inter-plant activities. In addition to equipment sales opportunities, U.S. know-how may be profitably exported through consulting and engineering services associated with these operations. **Frankfurt Trade Center. June 19-24.**

Space fully booked

Measuring, recording and controlling instruments for the chemical industry. GERMANY. Technical measurement and control instruments, together with equipment for automatic operation of manufacturing facilities, find ever increasing applications throughout Europe. Demands for improved quality and lower costs continue to outstrip European productive capacity. Unemployment is virtually non-existent. The current economic situation demands that industrial capacity be expanded and increased in all sectors of production. The

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas officers or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Week promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. In addition, Commerce's Business and Defense Services Administration is developing mailing lists by commodity categories of manufacturers and distributors interested in selling to overseas retailers.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Weeks, BIC-944, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, Manila, and Nairobi, **write:** Sample Displays, BIC-936, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa, Cairo, and Melbourne, **write** to the Commercial Attache at the American Embassies in Addis Ababa and Cairo, and the Consulate General in Melbourne.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-918, Department of Commerce, Washington, D.C. 20230.

European manufacturer is actively seeking new materials, improved techniques, more modern machinery and equipment and other devices to increase output so that he may produce at a lower cost per man-hour. This international fair offers the most important opportunity for the American manufacturer of instrumentation to show and sell his products to the larges number of buyers from all parts of the world in the field of chemical engineering. It is the most important scientific event of 1967 in Europe in the field of chemical engineering, and will be held during the European Meeting of Chemical Engineers. **U.S. commercial exhibition. ACHEMA, Frankfurt, Germany. June 21-29.**

Sports and leisure goods. JAPAN. The Japanese are now freely purchasing imported sports and leisure goods and it is quite obvious that the possession of U.S. products has become a status symbol to many. U.S. exports to Japan in this field rose from $4.2 million in 1962 to more than $12 million in 1965. Marketing of high quality, durable, dependable equipment including our latest and most sophisticated products is the key to continued success and within the near future U.S. exports of sports and leisure goods to Japan are expected to reach 20 million dollars. **Tokyo Trade Center. June 26-July 1.**

Factory modernization equipment. AUSTRALIA. In order to stimulate plant modernization, the Australian Government is allowing an extra 20% tax depreciation the first year for approved facilities, thus permitting a 30% allowance the first year of a 10 year period. Total depreciation amounts to 120%, an indirect subsidy of 20%. Of the approximately 59,000 factories on which Australian economy is vitally dependent for production, repairs, jobbing and subcontracting purposes, the vast majority are operating with old or obsolete equipment, much of it 35-40 years of age. Specific sales opportunities exist for metal working machine tools; industrial heating and foundry equipment; specialized types of valves, pumps, and compressors; rubber and plastic working machinery; automatic welding equipment; and other general engineering equipment and accessories. **Fourth International Engineering Show, Melbourne, Australia, Aug. 7-12.**

Miscellaneous industrial and agricultural machinery and equipment. TURKEY. American firms with Turkish agents who are interested in exhibiting at the Izmir, Turkey Fair should advise their agents to make application at the Commercial Office of the American Consulate General in Istanbul. The U.S. total special allocation in 1966 was $850,000 and it is expected that the 1967 allocation will be at least as much. **Izmir International Trade Fair, Aug. 20-Sept. 20.**

★★★ **Tourex 67.** (Tourism Equipment and Services Exhibition) will provide a package of three international exhibitions that, within a period of six months in 1967, will give manufacturers of nine different product lines exposure to the entire European market from Portugal to the Black Sea. Product lines featured are: hotel, restaurant and catering equipment; heating, ventilation, air conditioning, and refrigeration equipment, recreational facilities; contract furniture and furnishings; transportation and travel facilities; business machines; institutional maintenance equipment; and consultant services. **(See next three items for details.)**

Food preparation and hotel and restaurant equipment. SPAIN. Spain's booming tourist industry is creating new sales opportunities. Last year Spain imported more than $26 million of food service equipment and prospects for a continuing high

HOSPITAL EQUIPMENT SALES BREAKTHROUGH in Germany followed this exhibition at Stuttgart. Oxequip sold its first central oxygen-vacuum piping system.

level of dollar sales is expected. Spain's four year development plan calls for an investment of $713 million during 1967 in new hotel construction and expansion of existing facilities to help accommodate the growing tourists trade. U.S. equipment suppliers to the tourist, food service and lodging industries can build sales and profits in one of the fastest growing markets in Europe by participating in the U.S.-sponsored commercial exhibition. **International Samples Fair, Barcelona, Spain. June 1-15.**

Equipment for the food service, lodging and recreational industries. GERMANY. This second TOUREX promotion will give U.S. companies an opportunity to exploit the markets in Western and Central Europe. Germany plans to spend $200 million annually over the next few years to improve on its existing tourist facilities and build many new ones. France, under its fifth modernization plan, will construct 30,000 new hotel and motel rooms and modernize another 600,000 by 1970. Total investments are expected to reach $434 million by then. Italy's National Five Year Plan calls for $2.4 billion to be invested in hotels, spas, and air and sea transportation by 1970. Construction over this period is expected to include 200,000 rooms and related facilities. Austria's tourist industry will invest $120 million in the next three years to build new, and improve existing tourist facilities. Greece is planning an investment of $280 million in its tourism industry during the period 1966-1970. The market promotion campaign will not be restricted to the tourism industry but will be directed into such other areas as hospitals, educational institutions, industrial in-plant feeding facilities and government and military establishments where similar equipment is used. **TOUREX-Munich International Tourism/Hotel Restaurant Exhibition. Sept. 15-24.**

Equipment for the foodservice, lodging and recreational industries. YUGOSLAVIA. Yugoslavia has announced plans to spend $80 million, in hard currency alone, for the purchase of equipment to improve old and build new tourist facilities. This first major U.S. commercial exhibition in Yugoslavia will also be promoted in Czechoslovakia, Poland, Rumania, Bulgaria and Hungry. The influx of tourists to these countries is creating a strong demand for new and improved facilities in hotels, motels and recreational facilities. **U.S. Yugoslavia/TOUREX Exhibition, Belgrade. Sept. 28-Oct. 4.**

Packaging and food processing equipment. MEXICO. "Another packaging machinery show, in 1967, would provide an opportunity to display the superiority of U.S. equipment." This recommendation came from one of the 15 packaging exhibitors at last year's U.S. solo industrial exhibition in Mexico City. These exhibitors drew more than their share of the 15,000 registered trade visitors. They discovered that, as one of them put it, the packaging industry in Mexico is "on the verge of tremendous growth." This year the exposure of packaging machinery will be greater and U.S. manufacturers of food processing equipment will also have a chance to benefit from the lucrative market. Mexican purchases of packaging machinery topped $5.5 million in 1965; food processing equipment had $30-32 million in sales in 1966. **U.S. Solo Packaging and Food Processing Equipment. Mexico City, Aug. 1-10.**

Food processing, packaging, metalworking, petrochemical, textile processing and plastics processing equipment. TAIWAN. Direct export sales continue to be the primary objective in this market, but in addition this exhibition will focus on the broad investment opportunities which Taiwan presents for U.S. manufacturers. Licensing agreements, joint-ventures and wholly-owned subsidiary operations are all acceptable and desirable to the Government of the Republic of China. This exhibition will offer interested U.S. manufacturers an opportunity to take a good look at the market in Taiwan from both a sales and investment point of view. **U.S. Industrial Machinery Exhibition, Taipei. Oct. 26-Nov. 4.**

Scandinavian market ripe for penetration by U.S. electronics equipment producers

May exhibition at Stockholm Trade Center to feature production, testing machinery; circuit printers, oscilloscopes should experience good sales

The U.S. electronics industry will soon have another opportunity to open sales outlets overseas—this time in the large and growing Scandinavian market—through a show of production and testing equipment at the U.S. Trade Center in Stockholm, Sweden, May 18-24.

The show will be the first of its kind at the Stockholm Center. To attract buyers, a vigorous market development campaign is being conducted throughout Sweden, Denmark, Norway and Finland. An agency-finding service for U.S. exhibitors new to market and new to export also is in operation.

U.S. makers of electronics equipment have been especially successful at selling abroad through Commerce Department export programs. Last year, they took part in eight Commerce-sponsored overseas commercial exhibitions, displaying their products in U.S. Trade Centers in Frankfurt, London, Milan and Tokyo, and in London's Instruments, Electronics and Automation Exhibition.

The shows featured 343 exhibitors who reported a total of $4.9 million in floor sales and estimated they would do more than $38 million worth of business within a year of the exhibitions. Of firms actively seeking overseas representation, 43 signed up 64 agents to handle their business abroad on a long-term basis.

Strong demand items

The Scandinavian countries offer growing markets for U.S. manufacturers of efficient and economical production and testing equipment for the electronics industry. In strong demand are advanced coil-winding machines, circuit printers, spray etchers, circuit board drilling machines and miniature welding devices, as well as epoxy glass lamination equipment, wire bonders, transfer molding equipment, dust-free work stations, encapsulation equipment and automatic wire strippers.

Also needed are circuit and component testing gear used for quality control and in-line testing, including oscilloscopes and oscillographs, impedance bridges, volt ohm milliameters (VOM), ammeters, wattmeters, universal meters, RF signal generators, power supplies, audio amplifiers, transducers and analog/digital data recorders.

A Scandinavian market survey conducted for the Commerce Department shows that combined annual electronics production in Sweden, Denmark, Norway and Finland is estimated to be approaching $400 million and may grow by 20 percent annually in the next few years.

The survey reveals that about half the $3.8 million worth of semiconductors imported into Sweden in 1966 came from the United States, and that U.S. dominance in this and other nonconsumer electronic product areas is on the rise.

There also is a growing trend toward the manufacture in Sweden of electronic equipment and components under license from U.S. firms. Sweden is stepping up production of nonconsumer electronic equipment and components to prevent too great a dependence on imported goods.

Private investment high

Sales potentials are especially favorable in Sweden for U.S. electronics machinery and other advanced production equipment. Current high levels of private investment are expected to continue at least through 1967 and to raise outlays for new machinery and maintenance. Because of a chronic shortage of skilled workers, Swedish industry is interested in labor-saving and automated machinery.

Denmark's diversified electronics industry has produced a wide range of electronic equipment and components for consumer, commercial, industrial and government use. Danish exports of tape recorders, televisions, radios, radar and electronic navigational and communications equipment are strong, amounting to about $54.8 million in 1965. Denmark's exports of industrial electronics products were stimulated further by elimination on January 1 of the tariff on those items within the European Free Trade Association.

The Danish economy in recent years has operated at maximum capacity, resulting in labor shortages and persistent inflationary pressures. The government has instituted effective monetary and fiscal controls, and business is looking for advanced equipment to cut labor costs and increase productivity.

Norway and Finland share with their Scandinavian neighbors a diversifying and expanding demand for electronics products, a willingness to engage in foreign trade, and a determination to gain as much self-sufficiency as possible through increased domestic production. Their demand for electronics products stems largely from high standards of living and rising commercial, industrial and governmental needs.

U.S. firms interested in taking part in the Stockholm show may obtain additional information from the Bureau of International Commerce (code 928), U.S. Department of Commerce, Washington, D.C. 20230 (phone: area code 202-WOrth 7-5791), or from any of the Department's 42 Field Offices.

Lebanon will hold industrial fair in Khalde during May

Lebanon has scheduled the International Industrial Fair for Khalde, May 20-30. This year the fair will include four main categories of products for display.

The agricultural equipment and produce section will include such items as chemical, pharmaceutical, and agricultural production equipment and foodstuffs. The chemical products section features drugs, perfumes, cosmetics, and medical supplies. Textiles will include synthetic and natural yarns and threads, as well as leather goods and finished clothing. A general category will include furniture, appliances, hotel and restaurant equipment, and other products.

The fair management encourages participation in the event by U.S. companies. Inside and outside pavilions are available.

Write: International Industrial Fair, P.O. Box 3003, Beirut, Lebanon.

National Dairy Exhibition set for July in Australia

The first National Dairy Exhibition in Australia is set for July 13-17 in Shepparton, Victoria. The show will be under the sponsorship of the Victorian Dairyfarmers' Association.

The exhibition will cover all aspects of dairy farming and dairy food production, and interested U.S. firms have been invited to display their products to the buyers expected to attend the show from all parts of Australia.

Write: A. E. R. Blackman, General Manager, Exhibition Promotions Ltd., 414 Bourke St., Melbourne, Australia.

U.S. tool firms find good sales potential in Japanese market

Latest Tokyo Trade Center show forecasts sales of $1.5 million

"The best bargain the U.S. Government ever offered a businessman," was the way Anthony Maladra, vice president of the KSM Division of Omark Industries, characterized the show of industrial hand tools, held Jan. 31-Feb. 7 at the Tokyo Trade Center.

Thirty-two U.S. manufacturers found sales success at the exhibit, predicting $1,454,345 in sales during the next year as a result of their participation in the promotion. Firm orders booked during the show totaled $122,454.

Over 2,600 visitors attended the showing during its seven-day run, with all but a handful registered as interested trade buyers. The conclusion of the exhibitors was that Japan remains an important and growing market for advanced design industrial hand tools of the type displayed at the show.

"We met precisely the types of people we entered the show to meet," commented Barry Seyman, Applied Power International's new resident manager for the Far East. Seyman estimates twelve-month sales for his new line of hydraulic power equipment at $200,000, "thanks to our exposure at this show."

L. C. A. Schwartz, export sales representative for Rotor Tool Co. found face-to-face contact with Japanese agents and distributors an invaluable result of his part in the show. "Only after personal contact with the Japanese businessmen was I able to determine the best marketing approach for our products," he said.

Eight of the firms in the show were new to the Japanese market, and seven of these were actively seeking to establish agencies in Japan. By the end of the show, 12 agents or distributors had already been signed, with eight more agreements pending.

Noting the importance of the United States as a source of industrial tools for Japanese industry, American Ambassador U. Alexis Johnson said in his remarks at the show's opening, "Japanese imports of industrial hand tools in the five year period 1961-65 were valued at $42.8 million, of which $29.2 million or 68% came from the United States."

COMPANY REPRESENTATIVE of McCulloch International (left in above photo) demonstrates a metal cutting saw for Yosomatsu Matsubara, president, Japan Society of Industrial Machinery Manufacturers (center), a Trade Center representative, and U.S. Ambassador U. Alexis Johnson (extreme right).

DEMONSTRATING "SNAKE" made by his company, L. F. Irwin, president of Marco Products Co. (above left), shows his tools to visiting buyers. Local agent for Pendleton Tools (above right) shows selection of hand tools. Opening day visitors examine products of the Stanley Works at company booth (below).

Worldwide Business Outlook pages 19-21

CURRENT BUSINESS DEVELOPMENTS IN BRIEF: **France's** 1966 imports from U.S. were up 10.3% above 1965, and totaled $1,200 million. Total French imports were up 14.9% to $11,884 million. The U.S. share of total French imports declined from 10.5% in 1965 to 10.1% in 1966. . . . Six minimum wage rates have been established for teachers in **Guatemala's** private educational establishments. These rates vary from $20 per month for music and physical education teachers to $75 per month for teachers in urban primary schools in Guatemala City. The rates will become effective April 1. . . . From August 1965 to August 1966 the number of passenger cars in the **Netherlands** increased 18% to 1,502,430 (car density is thus 1 passenger car per 8 inhabitants). The number of commercial vehicles —delivery vans, trucks and buses—increased 8% reaching 261,500, while the number of motor cycles and scooters diminished by 8% to 131,300. . . . Cataluna de Gas and 163 **Spanish** textile firms will join in forming one of the largest acrylic fiber plants in Europe. The new firm, Petrofibra, S.A. will be located in Barcelona and is expected to produce enough fiber to satisfy Spain's internal demand with enough left over for export. The plant will utilize Spanish-made raw materials and petrochemical derivatives. . . . Recent industrial developments in the **Sudan** include construction plans for a spinning and weaving factory and a tomato processing plant, both to be built by Bulgaria; and the Nile Company Ltd.'s establishment of a $287,000 paint manufacturing factory, financed by the Industrial Bank through a $172,200 loan and the Fenwick Co. of the Netherlands who will control 49% of the ownership. Size and location of the textile and processing plants remain undetermined. The paint firm will be the second such manufacturer in this country, which presently imports $574,000 worth of paints annually. . . . **Swiss** imports from the United States for 1966 reached the record level of $357 million, an increase of 13.5% over 1965. Swiss imports from all sources grew by 6.8% to nearly $4 billion. The United States increased its share of the Swiss import market from 8.5% in 1965 to 9.0% during 1966. . . . Indications are that **Swaziland's** agricultural production is increasing. The most recent cotton crop was a record 8,796 short tons, worth an estimated $1.5 million, and the 1966 export crop of citrus totaled 953,080 half cases, an increase of 51.6% over the previous season. Additionally, a record sugar crop for the season ending in April is anticipated, with production expected to reach 167,000 short tons. Sugar and citrus are the country's major exports, while cotton is of increasing importance. . . . (this item was attributed to Switzerland in last week's issue of INTERNATIONAL COMMERCE).

ECONOMIC GROWTH SLOWS

Bloom is off Austria boom

However, nation remains a promising market for imports of U.S. goods

By FRANCIS L. FOLEY
Commercial Attache,
U.S. Embassy, Vienna

As almost everywhere in Europe, the bloom is off the boom in Austria.

American exporters must continue to be highly competitive in order to improve, or even maintain, their position in the Austrian market during 1967.

While the 1966 GNP grew about 4% in real terms, the prestigious Austrian Institute for Economic Research envisages an economic growth of only 1% to 3% this year. A significant slowdown in Europe, particularly in Germany which is Austria's leading customer, could cut exports, which in turn could slow down industrial growth.

The Austrian economy is highly dependent on exports, as about one-third of the nation's total industrial production is exported.

Industrial investments are expected to be about 7% below the 1966 level. Most branches, including the nationalized industries, expect lower investments, with new outlays in the construction industry likely to plunge an estimated 30% during 1967.

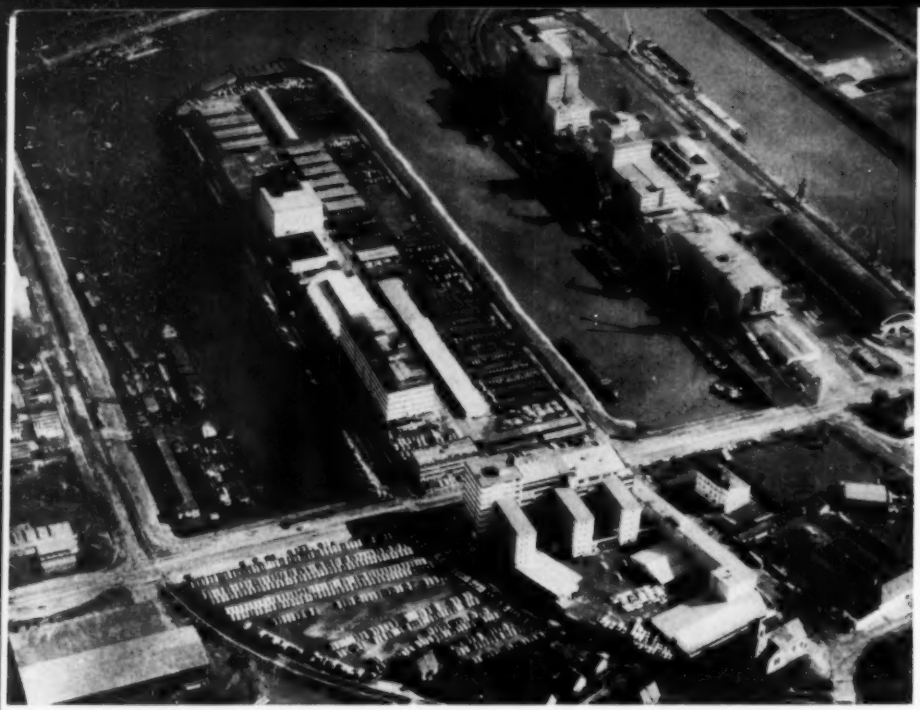
Payments trouble deepens

Austria's balance of payments difficulties, which became evident in 1965 after 11 years of surpluses or virtually balanced payments, became even more pronounced in 1966. This deterioration is due primarily to an upsurge in imports which has not been matched by a commensurate rise in exports, making the traditional trade deficit higher than ever in 1966. Despite these difficulties Austrian reserves of foreign currency and gold are at a relatively high level for a small country.

Austria continues to have a labor shortage, and is also facing short-term inflationary pressures.

Austrian exporters are encountering increasing difficulties in the markets of the European Economic Community, a situation which explains one of the nation's most pressing foreign policy problems—achieving an arrangement with the EEC.

Despite all its problems, however, Austria remains an attractive market for U.S. exports. The upsurge in imports which is causing such concern to many Austrians is a good indication of the increasing potential for U.S. goods. In 1966, U.S. exporters scored a big gain and sold $9 million more goods than in the preceding year for a total of $101 million. This was the best yearly performance since 1960 when exports reached $103 million. Even so, the U.S.



DANUBE FREE PORT AT LINZ handles much of Austria's export trade bound for Germany, her leading customer. Other Free Trade Zones are in operation at Vienna, Graz and near Innsbruck.

share declined slightly from 4.4% of total Austrian imports in 1965 to 4.3% in 1966.

This declining share of the Austrian market, small as it is, points to the need for more flexible selling tactics by American exporters. Flexibility is particularly necessary in terms of sale.

Due to the impact of freight costs on prices and import duties, Austrian importers are not instinctively oriented toward the U.S. as a source of supply. They are, however, particularly inclined to turn to the United States for items that are new, distinctive, specialized, and sophisticated, particularly in the industrial equipment field.

The Austrian market was made more accessible to U.S. exports by further import liberalization vis-a-vis GATT countries effective January 1. Apart from the limitations applied on cotton textiles under the long-term cotton textile arrangement of GATT, Austria has liberalized all remaining restrictions on imports in the industrial field, with the exception of lignite, penicillin and other antibiotics, and developed motion picture films.

However, the number of U.S. motion pictures which can be imported into Austria is not being limited and there have been no difficulties in obtaining import licenses. The following industrial goods were freed from import restrictions on Jan. 1: matches, monumental building stone and articles thereof, certain types of brooms and brushes, jute yarn, woven fabrics of jute, certain carpets and carpeting and rugs, sacks and bags of jute, chairs and furniture, mirrors of plate glass, and storage batteries.

The prospects for U.S. exporters of carpeting, wooden and plastic furniture, wool blankets, and certain types of storage batteries, have been particularly enhanced by the new liberalization measure.

Located at one of the crossroads between East and West, Austria has long capitalized on its geographical location as one of the important entrepots for trade with Eastern Europe.

Active in the East

While most of its two-way commerce is carried on with the European Economic Community and the European Free Trade Association of which Austria is a member, Austria continues to have a very active interest in trade with the East.

Austrian business has good contacts in the eastern European countries, and has considerable know-how, including the availability of special language qualification.

Some American businessmen have used Vienna as one of the springboards for exports eastward and have appointed local agents for this purpose, or to a limited degree have established subsidiaries to aid in facilitating this goal.

Despite intensive efforts the current rate of Austrian exports to Eastern European countries has been running at a rate of less than one-half what it was in 1937, the last year before World War II when separate trade statistics for Austria were maintained.

Many large projects requiring imported equipment are either under consideration or in the planning stage.

For example, nationalized Oesterreichische Stickstoffwerke A. G. of Linz recently agreed on a joint venture with Badische Anilin-und Sodafabriken (BASF) of Ludwigshafen, Germany, providing for the construction in the outskirts of Vienna of a high-pressure polyethylene plant to produce plastic materials, with an initial capacity of 50,000 tons per year.

The raw material, ethylene, will be supplied by the neighboring Schwechat refinery, which will build a special production plant for this purpose. The first part of the project is expected to be operational in 1969.

Another example is the recent establishment of Austria Fasergesellschaft, a company jointly owned by the only Austrian rayon staple manufacturer, Chemiefaser Lenzing A. G., and the Farbwerke Hoechst A. G. of Germany. The newly established company is to operate a polyester fiber plant which is presently under construction near the rayon staple fiber plant. The new plant is expected to start production in the spring of 1968 with an initial capacity of about 3,000 metric tons per year.

Late in 1966 the Vienna Municipal Planning Commission presented a plan for an extension of the Vienna subway system costing over $300 million.

Also in Vienna, two very large hospital complexes are being completely reorganized and modernized. These projects will take several years for completion.

There are tentative plans for the construction in Vienna of a permanent headquarters building for the United Nations International Development Organization (UNIDO) coupled with suitable living accommodations. At present, the Austrian Ministries concerned are examining various aspects of such construction and are preparing alternative proposals. It is envisaged that the UNIDO Secretariat, which is not expected to be operational in Vienna before July of this year, will eventually have some 600 employees.

Opportunities for U.S. equipment also exist in connection with participation by Austrian companies in major construction projects in the developing countries.

These companies prefer to work with American equipment, including heavy earth-moving machinery, trucks, concrete-processing plants, pumps, and drilling equipment. These opportunities,

when they arise, require aggressive exploitation by on-the-scene representation in Austria.

In contrast to the declining Austrian demand for small business machines in a nearly saturated market, continuing at a high level, purchases of large and advanced equipment are especially for machines with automatic features and other labor- and time-saving devices. Examples are invoicing and bookkeeping machines, as well as equipment for the computation of rates and calculation of interest.

In general, the Austrian market can be regarded as receptive to all types of equipment which in one way or another will facilitate a speedy transition from conventional operations and administrative methods to modern data processing systems. Sales increases in this field of up to 30% are possible in the period ahead.

Official calculations indicate that the Austrian tourist industry invests about $58 million per year in the construction of new swimming pools, cable cars, chairlifts, sport facilities, the modernization of hotels and restaurants, and the establishment of new accommodations.

Lucrative market

The continued expansion of Austrian tourist facilities should provide a lucrative and diversified market for a great variety of equipment and supplies, including convenience foods, which might interest U.S. manufacturers and exporters.

In view of higher freight costs than European goods and higher tariffs than deliveries from EFTA countries, opportunities for U.S. exporters to obtain a higher share of consumer goods imports will be limited to deliveries of new, specialized, or sophisticated manufactures. However, even then, American exporters must be flexible in their terms of sale.

Payment terms should be adjusted to those customary in Europe, initial orders for smaller quantities should be accepted in order to gain a foothold in this relatively small market, and orders should be given prompt attention.

More than a few Austrian importers and agents have found some American exporters tardy in answering business letters and in responding to purchase orders, which very often gives the impression that U.S. businessmen are not really interested in dealing with a small country like Austria.

It is a good idea for U.S. exporters to provide some financial assistance to the Austrian firm for advertising a newly introduced American product.

New Afghan investment law offers broad incentives to private capital

Ends system of two laws administered by different ministries; joint ventures preferred, but 100% foreign ownership not barred

Afghanistan enacted a new investment law covering foreign and domestic private investment in January, in line with its program for improving the climate for private investment. Previously, foreign and domestic private investments were governed by two separate laws administered by different government ministries.

The Foreign and Domestic Private Investment Law of 1967 repeals and supercedes the Law for the Encouragement of Industries (1949), administered by the Ministry of Mines and Industries, and the Law Encouraging the Investment of Foreign Capital in Afghanistan (1959), administered by the Ministry of Commerce. To eliminate the divided lines of authority, the new law will be administered by an Investment Committee composed of five Cabinet members and chaired by the Minister of Commerce. Decisions on proposed investments will be made by simple majority.

The law authorizes numerous benefits for approved new private investments, both foreign and local, in industry, mining, agriculture, tourism, or in any other service industry or priority enterprise designated by the Investment Committee.

The law specifically encourages joint ventures of foreign and Afghan capital. No specific percentages of domestic participation are prescribed, however, and 100% foreign-owned investments are not precluded by the law.

Benefits available

Fiscal benefits available to approved new investments include: **1)** income tax exemption for five years beginning with the date of first sales of products resulting from the new investment; **2)** exemption from import duties on essential imports for five years after approval of the investment; **3)** exemption from taxes on dividends for five years after the first distribution of dividends, but not more than eight years after approval of the investment; **4)** exemption from export duties for ten years after approval of the investment; and **5)** a requirement that all government agencies and departments purchase their requirements from enterprises established under the law, where such products are substantially competitive with imports in price and quality.

In addition, tariff protection for domestic industries under other legislation is an established policy of the Afghan Government.

The law contains numerous provisions to assure the security of foreign investments. Principal and interest installments on loans from abroad may be remitted freely to the extent of the legal obligation involved. Profits may be repatriated freely, and capital may be repatriated after five years at an annual rate not exceeding 25% of the total registered capital.

70% of income

The purchase price or licensing fees for patents or technical assistance which constitute part of an approved investment also may be repatriated within limits determined by the Investment Committee. Foreign personnel of approved enterprises may repatriate up to 70% of their income after taxes.

Finally, the law guarantees non-discriminatory treatment for foreign capital in all phases of its operations.

Afghanistan signed an Investment Guaranty Agreement with the United States in 1957 covering risks to investments due to inconvertibility, expropriation, and war.

Copies of the new investment law may be obtained on a loan basis from the Near East-South Asia Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Hearing postponed to April 4

The public hearing to be held by the U.S. Tariff Commission in connection with cotton typewriter ribbon cloth described in items 922.01-922.05 in part 2A of the Appendix to the Tariff Schedules of the United States has been postponed until 10 a.m., E.D.S.T., April 4.

The hearing was originally announced for March 14, and later postponed until March 28.

$94 million of foreign currencies available for U.S. investor loans

Firms may borrow from funds in 15 nations for business development or trade expansion in these countries

U.S. business enterprises interested in making investments in developing countries may draw loans from a fund of foreign currencies equivalent to $94,278,000 now available in 15 countries.

The Agency for International Development administers the local currencies, proceeds from U.S. overseas sales of Food for Freedom commodities.

The borrowings, known as Cooley loans, are repaid in the same currencies. They may be made to U.S. firms or their branches, subsidiaries or affiliates for business development or trade expansion in the local countries; or, to U.S. or local firms for purposes which would expand overseas markets for U.S. agricultural products.

Loans may not be made for manufacture of products which would be exported to the United States or which would compete with U.S. products. Issuance of these loans also must give consideration to the continued expansion of markets for U.S. agricultural commodities.

Applications for loans should be made directly either to the AID Mission in the country involved (care of the U.S. Embassy) or to the appropriate AID Washington Regional Bureau—Africa, Latin America, Near East-South Asia, Far East—all located at AID, Washington, D.C. 20523.

General inquiries on Cooley loans may be addressed to the Business Information Center, Agency for International Development, Office of Development Finance and Private Enterprise, Washington, D.C. 20523;

Countries in which Cooley loan funds are available, and the amounts in each as of Dec. 31, 1966, are listed in the accompanying table. The figures are subject to frequent change as loan applications are received and processed. Before filing formal applications, therefore, investors should communicate with the appropriate AID Regional Bureau to ascertain current availability. Although the Latin American funds are uncommitted, applications already on hand exceed the amounts available for loans.

Cooley funds available for loans

Country	Unit of Currency	Amount (000)	U.S. Equivalent ($000)
Latin America			
Bolivia	Peso	12,722	1,075
Chile	Escudo	10,697	2,165
Paraguay	Guarani	61,992	492
Far East			
China (Taiwan)	N.T. dollar	83,982	2,100
Korea	Won	28,135	104
Near East and South Asia			
India	Rupee	251,066	33,440
Israel	Pound	34,653	11,551
Pakistan	Rupee	63,737	13,245
Turkey	Lira	49,171	5,463
UAR (Egypt)	Pound	6,835	12,301
Africa			
Congo (Kinshasa)	Congolese franc	202,350	1,349
Guinea	G. franc	293,724	1,194
Morocco	Dirham	18,207	3,605
Sudan	Sudanese pound	455,344	1,311
Tunisia	Dinar	2,544	4,883
Total			$94,278

Guaranty to G.E. protects investment in Turkish firm

Refrigeration equipment maker to receive U.S. capital, skills

An investment by General Electric Co. in a Turkish firm that will manufacture refrigeration systems, fractional-horsepower motors, enameled wire and brazed steel tubing, has been protected by guaranties issued by the Agency for International Development.

The U.S. corporation is making a $1.7 million equity investment in addition to furnishing an estimated $850,000 in technical assistance in Turk General Elektrik Endustri A.S., a new company. The new manufacturing operation, which will involve use of private U.S. capital, management skills and techniques, is expected to benefit the Turkish economy by reducing foreign exchange needs for importing these products and by increasing local employment and developing skilled manpower. Approximately $928,000 will be spent for U.S. equipment and material for the plant.

AID has issued specific risk guaranties in amounts of $1.7 million against inconvertibility of local currency and $3.4 million against possible combined loss resulting from expropriation and damage from war, revolution and insurrection. It also provides $850,000 convertibility coverage for technical assistance. AID has also assisted the project with a local currency loan equivalent to $1,666,000.

U.S. companies to help build Bolivian roads

$9.5 million loan will pay for U.S. goods, spare parts

An additional $9.5 million loan has been extended by the Agency for International Development to build a 185-mile all-weather road in Bolivia under the Alliance for Progress.

In addition to construction costs, AID loan funds will help finance the dollar cost of Bolivia's purchase of equipment, spare parts and materials.

Construction work on the road will be carried on by a consortium of four firms headed by the J. A. Jones Co. of Charlotte, N.C. Other members are the Morrison-Knudsen Co. of Boise, Idaho; the Wright Contracting Co. of Columbus, Ga.; and Jorge Bartos y Cia., of La Paz, Bolivia.

The AID loan package includes $1.8 million in local currency funds generated from Food for Peace sales. The Government of Bolivia is providing $5,930,000.

The road, for which $33.2 million in U.S. funds have previously been authorized, is the largest single AID-assisted project under the Alliance. It is designed to spur the settlement and development of new agricultural lands in Bolivia's interior.

The funds will assist in financing the engineering and construction of two strategic road segments known as Project One and Project Four.

Project One, a 58.7-mile gravel road, will begin at Villa Tunari and run eastward to Puerto Villaroel on the Ichilo River, the gateway to Bolivia's navigable river system.

Project Four will be a 126.1-mile paved road, beginning at the trading center of Cochabamba and extending northeast to the new colonization center and road junction at Villa Tunari, then turning northwest to the Isiboro River.

These roads will also connect the upper Ichilo River basin to the new Cochabanba-Santa Cruz trunk road, constructed several years ago with Export-Import Bank assistance to serve two of Bolivia's most important trade and traffic centers.

Bids asked for insurance coverage on 172 MSTS ships

Invitations to bid have been issued for Marine Protection and Indemnity Insurance on ships of the Maritime Administration to be operated under General Agency Agreements for the Military Sea Transportation Service.

Approximately 172 ships are expected to be covered by the insurance, at an estimated premium cost of several million dollars.

In order to obtain the best possible protection and service, a requirement of a policyholders' rating of "A" or better in Best's Insurance Reports, or the equivalent, is required of insurance companies who bid for this business.

Bids will be opened at the Maritime Administration office in Washington, D.C. on March 14. Contracts are to cover a period of one year from midnight, e.s.t., March 31.

Requests for copies of the Invitation for Bids should be addressed to the Division of Insurance, Maritime Administration, U.S. Department of Commerce, Washington, D.C. 20235.

Dominican Republic reduces customs duty exemptions

Exonerations from duties on imports into the Dominican Republic will be granted only under the provisions of industrial incentive laws or through the terms of formal agreements entered into by the State, according to Decree 812 of Dec. 31, 1966.

The action was taken to reduce the revenue loss from duty exemptions and to conserve foreign exchange by reducing imports.

Books still examined

The Educational, Scientific, and Cultural Materials Importation Act of 1966 (Public Law 89-651), implements U.S. participation in the Florence Agreement and made the importation of certain books duty-free effective Feb. 1, 1967.

It should be noted carefully that neither this new law nor the Florence Agreement has any effect on the United States copyright law. English language books subject to the import restrictions of the copyright law will continue to be subject to such restrictions, and the Bureau of Customs will continue to examine imported books.

Indian producer of motor vehicles receives AID loan

U.S. funds will enable firm to more than double capacity

A major motor vehicle producer in India will expand its capacity from 10,000 to 25,000 vehicles a year with the help of U.S. loan funds to pay for machinery, equipment and tooling.

The private firm, Mahindra & Mahindra, Ltd., makes jeep vehicles under license from Kaiser Jeep International Corp. of Toledo, Ohio, which owns 15% of the Indian firm's common stock.

Total costs of the projects are estimated at $22.8 million. The foreign exchange costs will be financed by a loan from the Agency for International Development amounting to $9,333,000, and a loan from the Kaiser firm of $1,850,000. The remaining $11.6 million in rupee (local currency) costs will be financed by the Mahindra firm and by bank loans.

The Mahindra firm, which is now making jeep vehicles and trucks at a rate of about 10,000 a year, would reach the 25,000-vehicle capacity in 1971 by producing an estimated 15,000 jeep vehicles, 5,000 trucks and 5,000 station wagons.

A plant now under construction at Kandivli, near Bombay, will consolidate the production facilities of four manufacturing units of the company and provide space needed for the planned expansion.

The AID loan is the seventh for an Indian motor vehicle producer and will make a total of $84.6 million in loans to the industry.

AEC approves export of radioisotopes to Poland

The U.S. Atomic Energy Commission has issued a license for the export of a small quantity of radioisotopes to Poland.

The license was issued to Schwarz BioResearch, Inc., Orangeburg, N.Y., for the export of 320 microcuries of carbon 14 and tritium tagged compounds to be used in biological research in Warsaw. The application states that the results of this research, if scientifically sound, will be published in open scientific literature.

New French law provides penalties for hidden dumping; prescribes antidumping, countervailing duties

Measure can be applied throughout French customs territory; French-language text available from Commerce Department

The principal innovation of France's new antidumping law is a provision dealing with hidden dumping. The text implies that such dumping may occur in certain circumstances, particularly when goods are resold after importation at a price lower than the price billed by the foreign exporter.

The law also modifies the general definition of serious injury to domestic industry. It requires, in cases of suspected dumping, proof of such injury to an industry producing an identical or directly competitive product. Heretofore, a proof of serious injury to a whole industrial sector was required.

The law stipulates that antidumping duties can be imposed in the following circumstances:

- The price of imported merchandise is less than the comparable price prevailing in commercial transactions effected under conditions of fully free competition and concerning similar merchandise destined for consumption in the country of origin, or the country of transit, or the country of exportation. However, duties and taxes applicable to sales made in these countries from which the imported merchandise would have been exempted, or which would be refunded, by reason of exportation, are to be deducted from such comparable price.
- In the absence of a comparable price, as defined above, the price of imported merchandise is lower than the highest comparable price, prevailing in commercial transactions effected under conditions of fully free competition and concerning similar merchandise exported to third countries, or lower than the real or estimated cost of production in the country of origin increased by reasonable allowances for profit and selling cost.
- The imported merchandise is resold after importation at a price lower than the price billed by the exporter and also lower than the price prevailing in the country or origin, or the country of transit, or the country of exportation, and the seller receives compensation of any kind for the loss sustained, or the seller and exporter are business associates.

The law further stipulates that countervailing duties can be imposed if imported merchandise benefits from a premium or subsidy abroad, whether direct or indirect, regardless of its kind, source or method of payment.

However, antidumping or countervailing duties can be imposed only if the importation causes serious injury to existing or planned domestic production of identical or directly competitive merchandise.

Decrees give details

Antidumping or countervailing duties are put into effect by decrees of the Minister of the Economy and Finance. The decrees will stipulate how the duties are to be applied and what are the bases of their calculation. However, the amount of antidumping or countervailing duties shall not exceed the amount of subsidy or the margin of dumping.

The decrees can identify merchandise subject to antidumping or countervailing duties by its technical or commercial designation and indicate the name of the firm which produces or sells it.

The decrees will also determine under which conditions antidumping or countervailing duties will be levied on imported merchandise, in cases when the payment of normally applicable customs duties and taxes has been suspended. As a general rule, antidumping and countervailing duties can be imposed regardless of whether imported merchandise is subject or not to customs duties or other taxes.

Antidumping or countervailing duties may be applied in the whole French customs territory or any part of it.

The French text of the law may be obtained from the Office of International Regional Economics, U.S. Department of Commerce, Washington, D.C. 20230.

Zambia rules some imports must enter through Tanzania

List of valuable consumer goods will be expanded if plan works

The Zambian Ministry of Commerce, Industry and Foreign Trade recently announced a new regulation by which the importation of certain consumer goods will be licensed only for importation through the port of Dar-es-Salaam, Tanzania.

Goods so licensed will be relatively valuable consumer goods which are easy to handle, comparatively resistant to damage and suitable for transportation by road or air freight.

The initial list of commodities, which if brought in by surface transport, must be routed through Dar-es-Salaam, includes tobaccos, tobacco products and smokers' requirements, most textile articles including clothing and blankets, shoes, rubber tires and tubes, books, sporting goods, watches, silverware, jewelry, perfume and numerous other small volume-high value commodities.

It is intended that this list will be revised and extended as importers become more experienced and the capacity of the route itself expands.

United States exporters with consignments to Zambia should ascertain prior to shipment whether their commodities are required to enter Zambia by way of Dar-es-Salaam.

Information concerning import regulations, duties, taxes and licensing requirements on specific commodities for individual African countries is available from any of the 42 Department of Commerce Field Offices or upon application to the Africa Division, OIRE, Bureau of International Commerce, Dept. of Commerce, Washington, D.C. 20230.

Syria admits whiskey, cognac

The list of imports banned by Syria, reported in INTERNATIONAL COMMERCE, February 20, page 30 has been amended to permit imports of whiskey and cognac.

Pakistan tightens controls on letters of credit for imports on free list

Move aimed to curb decline in foreign exchange reserves; does not effect sales financed through assistance program

The Government of Pakistan recently introduced administrative controls on letters of credit for free list items, in order to curb a decline in its foreign exchange reserves.

Pakistan's import policy for the fiscal year ending June 30, 1967, allowed free list items to be imported only against letters of credit with the exception of technical, scientific, and reference books, which could be imported against sight drafts/usance bills.

Commercial banks were authorized to open letters of credit for free list items on their own authority without reference to the State Bank of Pakistan.

Policy revised

On December 26, however, the government notified the banks that as of that date the opening of letters of credit for free list imports against Pakistan's own foreign exchange resources (as opposed to aid or barter imports) required the prior approval of the State Bank of Pakistan.

Subsequently, on January 10, the banks were advised to hold until further instructions all such applications for letters of credit instead of forwarding them to the State Bank for approval. This effectively imposed a moratorium on free list imports against Pakistan's own foreign exchange. This restriction does not apply to free list imports under loan or barter. (See INTERNATIONAL COMMERCE, August 29, 1966, page 28).

More controls set

On January 14, the government announced that imports of technical, scientific, and reference books from the free list would henceforth be importable only against letters of credit, bringing these items under the above restrictions.

Free list items, other than technical books, affected by these restrictions include: certain iron and steel products; gas in cylinders; jointing cement; carbon black; laboratory glassware; X-ray and ECG equipment, parts, and accessories; carbon black; electric insulating materials; scientific and surgical instruments, apparatus, and appliances; painters' materials; gelatine capsules; waxes (except paraffin wax); and nylon bristles.

Coupled with these measures are certain credit restrictions designed to reduce the holding power of importers and to curtail import demands, including: 1) a ban on commercial bank credits for hire-purchase or installment purchases; 2) a ceiling on commercial bank credit advances against imported consumer goods of 50% of their landed cost into West Pakistan and 60% into East Pakistan; and 3) credit advance ceilings ranging up to 85% of the cost for industrial raw materials, both imported and indigenous.

Canada gives duty free entry to snowmobiles

The Canadian Government has undertaken to give duty free entry to snowmobiles. These include vehicles operating on skis, tracks or runners but exclude special purpose vehicles such as ski slope maintenance vehicles.

The Canadian Order-in-Council, PC 1967-177, to create the new tariff item 43868-1 for duty free snowmobiles was dated Feb. 2. The previous Canadian duty on these vehicles was 17½%.

Similar Canadian produced vehicles are accorded duty free entry into the United States under the United States-Canadian Automotive Products Agreement.

Business dip causes Sweden to reduce discount rate

The Central Bank of Sweden reduced the official discount rate from 6% to 5.5% on Feb. 3. The move reversed a succession of increases beginning in 1963. The 6% rate, which had been in effect since June 1966, was the highest rate since the early 1930's. The rate increases during 1963-66 were employed chiefly to dampen persistent inflationary tendencies.

In announcing the reduction to 5.5%, the Central Bank cited the slackening business activity in Sweden and lowering of the discount rate in other countries.

Tanzania nationalizes banks, other firms

President seeks to reassure the business community

Two U.S. investments were among those expropriated when Tanzania announced the nationalization of all banks on Feb. 6 and a variety of other enterprises several days later.

In addition to banks, the Government seized the total assets of all large export and import companies, life insurance companies, and large estates. Certain industrial firms were nationalized 60% and a cement company 50%.

The U.S. firms hit were Bank of America and Chase Manhattan, which have minority interests in the Commercial Bank of Africa and in the Standard Bank. No action was taken against the petroleum distribution facilities of Esso and Caltex, now the only major U.S. direct investments in Tanzania.

President Nyerere explained that the nationalizations were designed to clarify and make concrete Tanzania's long-standing commitment to build socialism. He reassured investors that all basic moves have now been taken, that fair compensation will be made for all nationalized enterprises and that Tanzania still welcomes foreign private investment.

The President said that investors will now know that certain economic and commercial areas are reserved for the public sector, but that private investment will be welcomed in all other areas.

In a simultaneous action the Tanzanian Government announced the imposition of strict controls on the movement of capital from Tanzania. No more than 250 shillings ($35) worth of East African or Tanzanian currency can now be moved from Tanzania by travelers or by mail.

Bolivia now LAFTA member

With the deposit of the instruments of ratification in Montevideo, Bolivia became the eleventh member of the Latin American Free Trade Association (LAFTA).

Bolivia therefore will be permitted to negotiate in 1967 both at the extraordinary conference scheduled for the second quarter and the seventh regular negotiating session in the final quarter of 1967.

Two established British companies seek U.S. licenses

One is interested in metal finishing and automatic assembly equipment, other wants high precision goods

Two British machinery makers seek licenses to produce U.S. equipment.

A license to produce metal finishing machines and automatic assembly equipment is wanted by a manufacturer of polishing machines, while a producer of compressors and turbines wants to make high precision engineered products.

The first firm is looking for a license to produce metal finishing machines other than polishing, automatic assembly machinery, and jig and tool products in small batches. In addition, the company is particularly interested in advance methods of preparation for metal finishing to the plating stage, auto polishing mops and consumables for the polishing trade, and ultrasonic cleaning, polishing and deburring machinery.

Has other licenses

Founded in 1938, the firm has about 750 employees. It distributes its products in both the domestic and export markets, and has branch offices in major British cities. The firm already manufactures equipment under license for two U.S. companies.

Representatives of the company are planning to visit the U.S. about May 1 and would welcome discussions with U.S. firms interested in the proposal and who reply to this announcement.

Write: B. O. Morris Limited, Morrisflex Works, Britton Road, Coventry, Warwickshire, England. WTD.

A well known British manufacturer of a wide range of medium to heavy machinery seeks a license to manufacture high precision engineering products.

The firm's present production includes high pressure reciprocating air and gas compressors, steam turbines, turbo-generators and numerous special purpose machines made to customers own designs.

Established over a hundred years ago the firm has in excess of 2,000 employees and markets its products in the U.K. and overseas. It maintains branch offices in London, Leeds and Manchester.

Write: Peter Brotherhood Limited, Peterborough, Northamptonshire, England. WTD.

Bombay firm wants help in producing electronics goods

A Bombay importer and distributor of engineering products seeks technical participation in the manufacture of electronic connectors, switches and relays.

Sought specifically of a U.S. firm is technical know-how, including the assistance of U.S. technicians, a license to utilize patents and designs, and the benefits of research done by the U.S. firm in the electronic equipment field. The Indian concern states it does not need financial assistance in the project, but a U.S. participant could have a minority financial interest in the enterprise if it desired.

Plans call for the establishment of a facility at Pimpri, about 114 miles from Bombay to manufacture such connectors as banana plugs and sockets, binding posts, terminal strips, valve bases, telephone jacks and battery connectors. In addition, it is anticipated that a broad range of relays and switches will also be produced at the new facility. The Bombay firm claims that water and electric power, plus skilled labor are available at the proposed site. Approximately 90% of the plant's production would be sold on the domestic market.

Established in 1951, the Bombay company imports automotive replacement parts, tractors, electric motors and refrigeration machinery for distribution throughout India.

A recent Indian Government report said that the current production of connectors and switches is mainly for the radio industry, while relays are being produced only for telephone installations. The supply of these products does not meet present domestic demand and it is believed the demand will continue to increase in the next several years.

Write: Macroma Engineering Co., Sindhu House, Nanabhai Lane, Fort, Bombay 1, India. WTD.

Danish firm seeks license to make electric switchgear, and control gear products

A Copenhagen electrical equipment manufacturer seeks a license to produce electrical switchgear, control gear, and allied products.

The firm is reported to be one of the largest manufacturers of electrical products in Scandanavia. It makes a wide range of electrical equipment including low-tension switchboards, meters, household equipment, control panels, instrument transformers, circuit breakers and isolators.

The firm operates three plants in Denmark and plans to establish a new facility in the near future to produce high-tension supplies. In addition, subsidiary companies are located in Finland, Norway, and Sweden.

Founded in 1893, the concern has approximately 3,300 employees and 25 traveling salesmen.

Representatives of the Danish firm plan a three-month business trip in the U.S., arriving about March 15 to discuss licensing possibilities with U.S. firms in New England, New York, Washington, D.C. and the Chicago area.

Cable or **write:** *Air-Mail:* Laur. Knudsen Electrical Manufacturing Co., 53 Haraldsgade, Copenhagen, Denmark. WTD.

German industrial part maker wants to expand production

A manufacturer of parts for aircraft, automobiles, locomotives and industrial molds seeks to expand production through a licensing or similar arrangement with a U.S. firm.

The German company wants to make such products related to its present line as precision parts for lathes, automobile body parts and other products of plastic materials and structural parts of steel and light metals. In addition, the company is interested in doing service maintenance and repair work in Germany for U.S. firms.

Founded in 1928, the German concern has about 130 employees and claims annual sales of approximately $750,000.

Additional information is available by **writing:** Theodor Klatte Metallwarenfabrik, 28 Bremen-Huchting, 25 Zum Huchtinger Bahnhof, Germany. Attention: Mr. Dietrich Schnabel. WTD.

Licenses to manufacture diverse U.S. products sought by five experienced Dutch companies

Items wanted include silicon rubber products, packing materials, stainless steel containers and agricultural implements

Licenses to manufacture such diverse products as water conditioning equipment, silicon rubber products, stainless steel containers, agricultural implements, technical rubber products and packing material are sought by five experienced Dutch companies.

To obtain further details about these opportunities interested U.S. firms should write directly to the Dutch concern.

The proposals follow:

● A holding company seeks licensing and exclusive sales rights for The Netherlands and other European countries for the manufacture and/or assembly of agricultural and horticultural implements, materials handling equipment, road building and street cleaning machinery.

Manufacturing would be performed by one of the firm's subsidiaries, which reportedly has ample production facilities.

Write: Hadeco Doetinchem N.V., 20-26 Keppelsweg, Doetinchem, The Netherlands. WTD.

● A prominent manufacturer of water conditioning and desalination equipment, piping systems, heat exchangers, pressure vessels and industrial steam boilers located in Leiden, seeks to make these products under license in The Netherlands for distribution throughout Western Europe.

The company is also highly interested in contracting U.S. manufacturers of equipment for cryogenic technology and flash vaporizers for drinking water.

Established in 1929, the Dutch firm is reported to be a leading company in its field and operates a well equipped, modern plant.

Write: N.V. Nederlandsche Electrolasch Maatschappij, P.O. Box 6 or 1 Zoeterwoudseweg, Leiden, The Netherlands. WTD.

● A manufacturer of special rubber piping systems, heat exchangers, pressure know-how agreement to make products of high quality silicone rubber, which retain flexibility, resilience and tensile strength over a wide temperature range.

The Dutch company specializes in the manufacturer of injection and blow molded technical rubber and plastic parts for several industries, especially parts for electric household appliances. Its injection molding machinery is suitable for making rubber products, eventually mixed with metal alloys, up to 4½ pounds.

Write: N.V. Ruban—Rubberfabriek en Kunststoffenindustrie, 5 Jagtlustweg, Heerenveen, The Netherlands. WTD.

● A license to manufacture such aluminum and stainless steel containers as large storage tanks, beer kegs, barrels and bulk milk farm cooling tanks is sought by an experienced Dutch producer of steel products for the dairy, chemical, soft drink and beer industry. The company is particularly interested in the latest development in tank and container production. Its machinery and equipment is suitable for processing of metal sheeting up to a thickness of three millimeters.

Founded in 1859, the Dutch firm has about 100 employees, plus five traveling salesmen. It also markets its products in West Germany, U.K., Scandinavia, Austria and Switzerland and seeks exclusive sales rights for these areas.

Write: J. I. de Jong Melkbussen-en Metaalwarenfabrief N.V., 31 Stationsweg, Gorredijk, The Netherlands. WTD.

● Licensing and exclusive sales rights for the Netherlands and/or the other Common Market countries are sought by this large manufacturer of insulation materials, technical rubber products, and rubber and asbestos engine packings.

The Dutch company is interested in producing technical rubber products for the aircraft, automotive and shipbuilding industries, plus plaited packings for the petrochemical industry.

The firm has a 7,378 sq. yd. plant at Amsterdam and a 1,666 square yard facility at Kampen. Both sites have land available for expansion.

Established in 1895, the Dutch concern has approximately 300 employees, plus eight traveling salesmen and distributes its products all over the world. It also manufactures coatings and adhesives under a licensing arrangement with a U.S. chemical company and represents two other U.S. manufacturers.

Write: Hertel & Co. N.V., 49 Grasweg, Amsterdam, The Netherlands. WTD.

Investment Assistance

Firms responding to investment opportunities may wish to inform the Bureau of International Commerce of their action, for follow-up assistance where appropriate. This will insure receipt of additional information as it becomes available.

A (*) following the name of the foreign firm indicates that additional information is available by writing the Department of Commerce (BIC-876), Washington, D.C. 20230.

WTD indicates that a World Trade Directory report containing financial and business background information is available at $2 each from the Department of Commerce (BIC-916), Washington, D.C. 20230.

Special assistance is available to firms interested in joint ventures or licensing agreements abroad. Call Area Code 202, WO 7-4065 or write Department of Commerce (BIC-878), Washington, D.C. 20230.

Mexican rubber parts firm wants U.S. technical help

A Mexican manufacturer of rubber replacement parts for flotation machinery, centrifugal pumps and other types of mining equipment seeks to expand production through a technical assistance agreement with an experienced U.S. firm.

The company, which offers to fabricate any type of rubber part to order, would also consider the establishment of a joint venture. Major customers of the firm include mining and metal companies throughout Mexico.

Write: Productos de Hule Torreon, S.A., Apartado Postal 446, Torreon, Coahuila, Mexico. Attention: Sr. Luis F. Garcia, Manager. WTD.

World Trade Opportunities

Two NATO projects announced by Germany

Two construction projects in Germany are open to U.S. firms which are certified eligible for NATO International Competitive Bidding (ICB).

Project No. BMVtdg. 68-25-07-01 calls for construction of an administrative and housing building totaling approximately 4,000 cubic meters of enclosed space. The deadline for submission of an application to participate in bidding and payment of a DM 20 (approx. $5 filing fee) is April 13.

Project No. BMVtdg. 68-25-07-01-(65) will involve the construction of a storage facility in the State of Schleswig-Holstein. The project calls for the construction of three ammunition igloos, approximately 100 cubic meters of enclosed space each; one maintenance and assembly building (approx. 400 cubic meters enclosed space); one alert building (approx. 430 cubic meters enclosed space); three additional buildings of approximately 290 cubic meters enclosed space in total, and four sentry boxes. The Invitations to Bid also specifies the supply and construction of a variety of ancillary utilities, road and fencing. The deadline for applying and filing is also April 13, and the filing fee is DM 40 (about $10).

A copy of the Notice of Intent, and a specially designated German Government questionnaire which must be submitted at the time the application and filing fee are presented, are available from the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230 (Telephone: 202-WO. 7-4674). Information about NATO eligibility can be obtained by writing or calling the Staff.

NATO project for electric lighting in Italy open to bids

The Italian Ministry of Foreign Affairs has announced NATO Project No. 101, calling for "installation of radio station external electric lighting" (sic) at an estimated cost of about $161,000 (10 million lira—620 lira to US $1). Requests for bidding invitations must be received by the Ministero Difesa, Direzione Generale dei Lavori, Del Demanio e dei Materiali del Genoa, Rome, Italy, by March 15.

Firms interested in participating must submit along with their request for bidding invitations a specially designated Italian Government questionnaire. In lieu of this questionnaire, U.S. firms may respond by answering the following questions which are extracted verbatim from the Government's "Scheda Informativa" (Information Form). Answers must be drawn up in the Italian language. "1) Name of firm; 2) address of firm; 3) summary description of type of organization (private firm, corporation, etc.); 4) indication of financial capacity (value of individual largest projects recently executed); 5) short description of technical qualifications (nature of projects which applicant is specialized or equipped to execute)." The form must be signed and dated to be valid.

Further information about NATO or NATO-ICB certification may be obtained by writing or calling the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230 (Tel. 202 WO 7-4674). "Doing Business with NATO—How U.S. Firms Can Participate", is available on request; this brochure contains information on becoming certified for NATO.

Jordan invites bids on supply of surgical, medical items

Jordan is offering a tender for the supply of surgical, medical and optical instruments, botany and zoology charts, plastic skeleton models, miscroscope and other slides, bacteriological incubators, balances, pans, PH meters, beakers, condensers, transformers, test tube meters, burners, thermometers, lenses, telephone sets, power supply, and other laboratory, scientific, and chemical equipment and apparatus.

The tender number is 3/67 and the bid deadline is March 15. Electrical supplies must be 220 volts, 50 cycles, A.C. single phase. Prices must be quoted C & F Aqaba. Estimated cost is over $100,000. Bids should be submitted to The Central Tender Board, Department of Supply, Import and Export, Amman, Jordan.

Tender terms and specifications are available on loan to firms located in the United States from the Scientific, Photographic and Business Equipment Division, BDSA-666, Department of Commerce, Washington, D.C. 20230. (Telephone: 202-WO 7-2939).

Greece requests bids on developing peat deposit

The Public Power Corp. of Athens is planning to invite bids for a preliminary design for the utilization of a peat deposit located at the Philippi Moor, west of Kovala, in Northern Greece; and in connection with this project, is planning to draw up a list of qualified bidders who will be eligible to participate.

Interested firms should apply to the Public Power Corp. (D.E.H.), 30 Chalkokondyli St., Athens 102, submitting certificates attesting to the special experience the applicant possesses in this line of engineering, (peat designing, operation, preparation and burning), and lists of experts that would be employed for the preparation of the technical and economic preliminary design.

Deadline for receipt of applications is April 15.

The corp. will make available to prospective bidders geological and deposit analyses data, in English, developed with the assistance of the quasi-governmental Geology and Subsurface Research Institute.

Ceylon extends bid deadline for teletypewriter equipment

The Ministry of Public Works, Posts and Telecommunications, has extended the bid deadline for the supply of teletypewriter exchange equipment from Feb. 15 to April 19. (INTERNATIONAL COMMERCE, Dec. 19, p. 39).

Ireland to buy air, ground communication system

The Department of Posts and Telegraphs, Dublin, Ireland, has issued Tender No. C.513/3/14, for Supply and Commissioning a Single Sideband Air/Ground Communication System.

Bid deadline is 4 p.m., March 14.

Bid should offer single sideband transmitter in the frequency range of 2.8 to 18 MC/s power output 6 kw peak envelope power. Modulation two modes; full carrier SSB and suppressed carrier single sideband (both modes, upper sideband will be used) antennas and 600 ohm feeders to be supplied by customer. Receiver station to include one tunable and four fixed tuned receivers in the 2 to 30 MC/s ranges. Power input available; both 380 and 220 volts, three phase, four wire, 50 cycles. Also to be provided and included in bid, engineer's service on site for training of personnel in operation, maintenance, and to conduct acceptance tests.

Copies of the tender announcement and specifications are available from the Department of Posts and Telegraphs, Engineering Branch, Contracts Section, Hawkins House, Dublin 2, Ireland, or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. (Telephone: Code 202-967-4036).

Greece asks prequalifications for peat deposit development

The Public Power Corp. (DEH), Chalkokondyli St., Athens 102, intends to issue a call for bids for a preliminary design for the utilization of a peat deposit located at the Philippi Moor in Northern Greece, and is preparing a list of qualified firms to be invited to participate.

Firms wishing to qualify for bidding on this project should submit to DEH (1) certificates attesting to the special experience they possess in this line of engineering (peat designing, operation, preparation, and burning), and (2) lists of experts that would be employed for the preparation of the technical and economic preliminary design.

The deadline for receipt of applications is April 15.

DEH will make available to prospective bidders the geological and deposit analysis data (in English) which was developed with the assistance of the quasi-governmental Geology and Subsurface Research Institute.

Jamaica to procure supply of communications equipment

The Jamaica Telephone Co. Ltd. will issue tender specifications on March 1 for the purchase of distribution and trunk cable, drop and line wire, telephone poles and crossarms in connection with its development program. This program will be financed by the International Bank for Reconstruction & Development.

Bid deadline April 14. Interested firms should apply to the Managing Director, Jamaica Telephone Co. Ltd., 47 Halfway Tree Rd., Kingston 5, Jamaica, West Indies, indicating their experience in this field of manufacture.

World Trade Opportunities Continued to page 35

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- ● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.
- ★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.
- **WTD** indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-916, U.S. Department of Commerce, Rm. 6059B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

201 Meat products

BAHRAIN—Frozen, packed and canned meat products, including meat specialties, poultry and small game frozen products. Direct purchase and agency. Jawad Cold Stores (importer, retailer, wholesaler, commission agent), P.O. Box 430, Manama. WTD 12/28/66.

202 Dairy products

BAHRAIN—Cheese, processed and cheese spread. Direct purchase and agency. Jawad Cold Stores (importer, retailer, wholesaler, commission agent), P.O. Box 430, Manama. WTD 12/28/66.

203 Canning, preserving foods

BAHRAIN—Canned and frozen fruits, vegetables, juices. Direct purchase and agency. Jawad Cold Stores (importer, retailer, wholesaler, commission agent), P.O. Box 430, Manama. WTD 12/28/66.

GREECE—Baby foods. Requests c.i.f. Piraeus price quotations. Agency and direct purchase. Demetre M. Kalamitsis (importer, distributor, sales agent), 1 Pireos St., Athens 112. WTD 12/30/66.

204 Grain mill products

GREECE—Feed concentrates for poultry. Requests price lists. Agency and direct purchase. Tetoros Brothers (importer, wholesaler, exporter, sales agent), 50 Veranzerou St., Athens 108. WTD 10/18/66.

205 Bakery products

AUSTRIA—Biscuits, crackers, related bakery products. Direct purchase and agency. Markenimporte Gerold Fischer (importer, distributor, manufacturers' representative), Muehlgasse 23, A-1040 Vienna. WTD 8/29/66.

207 Confectionery, related products

AUSTRIA—All types of candies. Direct purchase and agency. Markenimporte Gerold Fischer (importer distributor, manufacturers' representative), Markenimporte Gerold Fischer (importer, distributor, manufacturers' representative), Muehlgasse 23, A-1040 Vienna. WTD 8/29/66.

220 Textile mill products

AUSTRIA—Woven piece goods for manufacture of women's dresses, blouses, children's garments, service wearing apparel. "Katex-Modelle", Hans Kaemmerer (manufacturer, exporter), Karlauerstrasse 42a, A-8020 Graz. WTD 2/67.

221 Broadwoven fabric mills, cotton

AUSTRIA—Waterproof canvas for awnings; cotton and jute bagging and bags. Direct purchase and agency. Andreas Hitzinger (wholesaler, retailer, manufacturer), Grawatschgasse 5, A-1233 Vienna. WTD 2/67.

JAPAN—Printed cotton fabrics for women's apparel, sport shirts, preferably new or original designs or patterns. Escco Trading Co., Ltd. (importer, exporter), T.B.R. Bldg., 2-59 Nagata-cho, Chiyoda-ku, Tokyo, (C.P.O. Box 2056 Tokyo). WTD in preparation.

224 Narrow fabric, smallware mills

● **BURMA**—Insulation tapes, Tender No. 36/T/EL(ESB)/66-67 bid deadline March 14. The Controller of Stores, Central Stores Department, Electricity Supply Board, Ahlone/Strand Rd., Rangoon.★ (Telephone: 202-WO 7-5238).

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

229 Textile goods

NETHERLANDS—Piece goods, such as fabrics for ladies' coats, dresses, blouses and other outerwear, excluding fabrics for men's suits, shirtings, lace and curtain fabrics, lingerie. Direct purchase and *exclusive agency* representation requested. Julius Meijer (sales agent), 84 Rokin, Amsterdam. WTD 3/30/66.

THAILAND—Artificial leather made of plastic or similar products for manufacture of hand bags, belts, etc. C.i.f. Bangkok prices, catalogs, samples requested. Sri Sahakij Ltd. Partnership (importer, wholesaler), 35/5 Suriwongse Rd., Bangkok. WTD 1/67.

239 Fabricated textile products

GREECE—Accessories for babies (baby comforts). Requests price catalogs. Agency and direct purchase. Demetre M. Kalamitsis (importer, distributor, sales agent), 1 Pireos St., Athens 112. WTD 12/30/66.

THAILAND—Canvas material in rolls suitable for use as awning. Requests c.i.f. Bangkok prices, catalogs, samples. Sri Sahakij Ltd. Partnership (importer, wholesaler), 35/5 Suriwongse Rd., Bangkok. WTD 1/67.

251 Household furniture

BELGIUM—Kitchen cabinets, wood plastic covered. Direct purchase and agency. Codem S.P.R.L. (importer, agent), 42 Place de la Digue, Charleroi. WTD 1/27/67.

254 Partitions, Shelving, lockers, office, store fixtures

NETHERLANDS—Metal office shelving, lockers and stockroom fixtures. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

260 Paper products

AUSTRIA—Paperboard containers of various types, wrapping paper, packaging tapes, other paper products used in packaging. Direct purchase and agency. A. Ederer (importer, wholesaler, manufacturers' representative), Lastenstrasse 37, A-8021 Graz. WTD 2/67.

264 Converted paper, paperboard products

NETHERLANDS—Novel type school and office supplies, such as stationery, filing systems. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

NORWAY—Ladies' and girls' dresses of paper. Adelsten Jensen A/S (importing wholesaler, chain store), Attn: R. Kragerud, 1 Torvgaten, Oslo 1. WTD in preparation.

THAILAND—Toilet tissues. Requests catalogs, c.i.f. prices. Drugs & Cosmetics R.O.P. (importer, wholesaler), 49/5 New Petchburi Rd., Bangkok. WTD 12/1/66.

265 Paperboard containers, boxes

GREECE—Paper eggflats. Requests price catalogs. Agency and direct purchase. Tetoros Brothers (importer, wholesaler, exporter, sales agent), 50 Veranzerou St., Athens 108. WTD 10/18/66.

273 Books

NETHERLANDS—Illustrated books for educational purposes. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

275 Commercial printing

NETHERLANDS—Educational maps, posters, etc., printed forms, everything on office efficiency. Direct purchase and agent. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

281 Industrial chemicals

● **KOREA**—Poly sodium phosphate (67% min. (P_2O_5) 7 metric tons; potassium carbonate (98% min. (K_2CO_3) 110 m.t.; lux-masse (iron hydroxide from dry bauxite) 350 m.t.; desorex X (active carbon) 6 m.t.; sodium carbonate (98% min. Na_2CO_3) 110 m.t.; borax ($Na_2B_4O_7 1 OH_2O$, 98% min.) 30 m.t.; silicagel, 1 m.t.; ammonium nitrate, 30 m.t. Invitation No. KFX-7008-N. Bid deadline March 15.★ (Telephone: 202-WO 7-5496).

PHILIPPINES—Pharmaceutical chemicals. Direct purchase and agency. John G. Brimo, President, Mobri, Inc. (importer, exporter), Isla de Provisor, Bx 33, Manila. WTD in preparation.

● **SUDAN**—Aluminum sulfate, containing not less than 17% water soluble Al_2O_3 nor more than 0.75% water soluble Fe_2O_3; 1,500 metric tons granulated and 1,200 m.t. kibbled. Batches of 150 tons granulated and 120 tons kibbled deliverable the first of each month—June thru March, 1968. Material should be packed in 100 kilo unit stout serviceable jute bags. F.o.b. shipping point, c.i.f. Sudan. Tender No. CEWC/W/389/67. Bid deadline March 8.★ (Telephone: 202-WO 7-5496).

283 Drugs

GREECE—Pharmaceutical preparations for human use (proprietary drug products, antibiotics, etc.), chemicals and raw materials for pharmaceutical industry; pantothenate of streptomycine. Agency and direct purchase. Demetre M. Kalamitsis (importer, distributor, sales agent), 1 Pireos St., Athens 112. WTD 12/30/66.

Biological products for veterinary use (vaccines, etc. for poultry). Requests catalogs with price lists. Agency and direct purchase. Tetoros Brothers (importer, wholesaler, exporter, sales agent), 50 Veranzerou St., Athens 108. WTD 10/18/66.

● **INDIA**—Totaquina powder, 1981.25 kgs.; cinchona rubra cartex, 488.50 kgs.; totaquine tablets (4 grns.) 353,775 Nos.; totaquine tablets (5 grns.) 191,600 Nos.; cinchona febrifuge powder, 1,694,740 Kgs; cinchona febrifuge, 13,466 Kgs. Director General of Supplies & Disposals, National Insurance Bldg., Disposals Wing, Parliament St., New Delhi, India. Bid deadline March 28, 1967. Tender No. DGS&D / Misc./520565-67/54/Global, copies available from India Supply Mission, Washington, D.C.★ (Telephone: 202-WO 7-5496).

● **NEW ZEALAND**—Intravenous solutions. For particulars contact, The Secretary, Department of Industries & Commerce (Development Division), Private Bag, Wellington, New Zealand. Bid deadline March 31.★ (Telephone: 202-WO 7-5496).

PHILIPPINES—New drugs (pharmaceutical preparations for human use). Direct purchase and agency. John G. Brimo, President (importer, exporter), Mobri. Inc., Isla de Provisor, Bx 33, Manila. WTD in preparation.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

GREECE—Cosmetics. Requests c.i.f. Piraeus price quotations. Agency and direct purchase. Demetre M. Kalamitsis (importer, distributor, sales agent), 1 Pireos St., Athens 112. WTD 12/30/66.

PHILIPPINES—Cosmetics. Direct purchase and agency. John G. Brimo, President, Mobri, Inc. (importer, exporter), Isla de Provisor, Box 33, Manila. WTD in preparation.

THAILAND—Powder, soaps. Catalogs, c.i.f. prices. Drugs & Cosmetics R.O.P. (importer, wholesaler), 49/5 New Petchburi Rd., Bangkok. WTD 12/1/66.

285 Paints, varnishes, lacquers, enamels

GERMANY—Paints, varnishes, varnishing paints and rust-preventing coatings for building contractors, automobile manufacturers. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Heinrich Schmitz Lacke und Farben KG. (manufacturer, wholesaler, retailer, manufacturers' agent, importer), 3 Lukasstrasse, 5 Koeln-Ehrenfeld. WTD 2/13/67.

301 Tires, tubes

GREECE—Tires and inner tubes, automobile, tractor, etc. Requests prices. Elasticoemboriki, Ltd. (importer, distributor), 8 Dodekanissou St., Thessaloniki. WTD 1/67.

● **SYRIA**—Tires 7,931, inner tubes 5,197, various sizes and types. Tender No. F5/13/LF AO 730 DAMAS 5/2/1967, bid deadline March 31. Societe D'Etat D' Importation et D' Exportation, Damas-Rue Aljamhouria—B.P. 829, Damascus. Tender specifications available in French. (Telephone: 202-WO 7-3381).

306 Fabricated rubber products

SWEDEN—Gloves, household, surgical; nipples, pacifiers, other baby goods except toys. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan 3, Malmo C. WTD 2/8/67.

307 Plastics products

AUSTRIA—Plastic containers of various types; tapes for packaging and sealing. Direct purchase and agency. A. Ederer (importer, wholesaler, manufacturers' representative), Lastenstrasse 37, A-8021 Graz. WTD 2/67.

FRANCE—Colorful, weatherproof plastic ornaments, outdoor decorative articles and garden display novelties, all categories, for lawns, patios, courtyards, such as Walt Disney figures; roosters; flamingos and birds; birdbaths, fountains. Direct purchase and agency. Price lists, catalogs requested. Requests replies in French. Garden Center (Paul Rostaing) (dealer), 15 Rue Victor-Basch, 33-Talence, Gironde. WTD 5/11/66.

329 Abrasives, asbestos, nonmetallic mineral products

● **TURKEY**—750 tons of feldspar with the following analysis: CaF_2, 80% maximum; SiO_2, 9% maximum: S, 1% maximum; As+Sb, 0.3 maximum; size 1—30 mm. Tender bid deadline 2:30 p.m., March 17. Purchaser, General Directorate of Iron and Steel Mills of Turkey, Karabuk, Turkey.

331 Steel mill products

NETHERLANDS—Light and heavy-duty wheels for material handling equipment. Direct purchase and exclusive agency representation for Benelux countries desired. Intra Industrie voor Bedrijfsmechanisatie (importer, sales agent, manufacturer, exporter), 13 Leimuidenstraat, Amsterdam. WTD 12/30/66.

334 Secondary smelting of nonferrous metals

● **TURKEY**—Aluminum, granulated, 80 tons, between 0.5 CM and 2.0 CM, 92% aluminum minimum content. Tender No. 5385, bid deadline March 17. General Directorate of Iron & Steel Mills of Turkey, Karabuk.

335 Rolling, drawing, and extruding of nonferrous metals

● **HONG KONG**—7.5 tons of linotype metal (tin 3%, antimony 11% and lead 86%) and 7.5 tons of monotype metal (tin 9%, antimony 19% and lead 72%) tender No. Stores A-1527/66, bid deadline March 10, 1967, Controller of Stores, Stores Department, Oil St., North Point, Hong Kong. Tender documents available upon telephone request from Miscellaneous Metals and Minerals Division, BDSA, U.S. Department of Commerce (202) WOrth 7-2298. Offers should be made through local agents domiciled in Hong Kong.

339 Primary metal industries

NETHERLANDS—Light and heavy-duty wheels for material handling equipment. Direct purchase and exclusive agency representation for Benelux countries desired. Intra (importer, sales agent, manufacturer, exporter), Industrie voor Bedrijfsmechanisatie, 13 Leimuidenstraat, Amsterdam. WTD 12/30/66.

342 Cutlery, hand tools, general hardware

NETHERLANDS—Small handtools and implements for hobby and handicraft application, such as clay modeling, enameling, woodworking, raffia working. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

THAILAND—Tools and equipment used in repairing refrigerators and air conditioners. C.i.f. prices, catalogs requested. Direct purchase and agency. Universal Electric Co. Ltd., (importer, wholesaler, manufacturer), 194/7-9 Suriwongse Rd., Bangkok. WTD 2/67.

349 Fabricated metal products

● **SUDAN**—Supply of brass plug valves of the following diameters: 16,000, ½"; 3,000 ¾"; 1,800, 1"; 300, 1½"; and 300, 2". Tender No. CEWC/W/385/67, bid deadline March 11. The Chief Purchasing Agent, Sudan Embassy, 3/5 Cleveland Row, St. James's, London S.W.1., England.★ (Telephone: 202-WO 7-5589).

● Supply of cast iron sluice valves and pipe fittings of varying sizes and types. Tender No. CEWC/W/384/67, bid deadline March 13. The Chief Purchasing Agent, Sudan Embassy, 3/5 Cleveland Row, St. James's, London S.W.1., S.W.1, England.★ (Telephone: 202-WO 7-5589).

SWITZERLAND—Hydraulic and pneumatic valves for power transformers. Direct purchase and agency. Carl Arnold, Ingenieurbuero (importer, commission agent), Schaffhauserstrasse 265, 8057 Zurich. WTD 2/13/67.

353 Construction, mining, materials handling machinery

● **INDIA**—500 E.W. drill rods, 10 feet long, with couplings and 800 E.W. drill rods, 5 feet long, with couplings. Tender No. 1036/BPO/PR/D-72/52656/G, bid deadline March 22. Chief Purchase Officer, Beas Purchase Organization, Talwara Township, Hoshiarpur District, Punjab State. Documents available free of charge from India Supply Mission (Ref: D/ENQ/2195), 2536 Massachusetts Ave., NW., Washington, D.C. 20008.

NETHERLANDS—Forklift, platform, and hand pallet trucks, stackers, lift tables, and related equipment to simplify intern and extern transport. Direct purchase and exclusive agency representation for Benelux countries desired. Intra Industrie voor Bedrijfsmechanisatie (importer, sales agent, manufacturer, exporter), 13 Leimuidenstraat, Amsterdam. WTD 12/30/67.

● **PAKISTAN**—Eight portable bituminous-asphalt batching plants for production of hot and cold mixes. Capacity 3 cu.ft. per batch, 5 t.p.h. hot mix and 10 t.p.h. cold mix. Plants to be powered by 16 h.p. (approximate) diesel engine. Tender No. S-12/377/66-67, bid deadline March 13. Director of Supply, Government of East Pakistan, 48 Motijheel Commercial Area, Dacca.★ (Telephone: 202-WO 7-5566).

● **SUDAN**—One mobile mounted crane, 3 ton capacity, diesel powered. Tender Contract No. 3684, bid deadline March 30. Office of Controller of Stores, Sudan Government, Atbara.★ (Telephone: 202-WO 7-5566)

THAILAND—Replacement parts of crawler tractors for Caterpillars, International Harvester & Allis Chalmer tractors. Catalogs, price lists requested. Siam Mercantile (1960) Co. Ltd. (importer), 117-117/1 Suriwongse Rd., Bangkok. WTD 6/14/66.

● **TURKEY**—Two mobile power cranes, 2 ton capacity; 4 mobile power cranes, 5 ton capacity. Crane and carrier powered by single engine, diesel. Tender No. 6044.1.66FB/ATL, bid dead line April 3. Deniz Kuvvetleri Komutanligi, Teknik Daire Baskanligi, Fabrika ve Atelveler Sube Mudurlugu, Ankara. Tender documents available from Tercume Burosu, Menekse Sokak 20/7, Kizilay, Ankara, for $10 including airmail charge.

355 Special industry machinery

BRAZIL—Drier for lithographing platemaking equipment, gas or oil burning. Requests replies in Portuguese, Spanish. Metalgrafica Merhy S/A (manufacturer), Rua Voluntarios da Patria 475, 18th floor, Rm. 1808, Curitiba, Parana. WTD 1/67.

Lithographing platemaking equipment. Capacity: 6,000 sheets or more per hour for one or two colors. Requests replies in Portuguese and Spanish. Metalgrafica Merhy S/A (manufacturer), Rua Voluntarios de Patria 475, 18th floor, Rm. 1808, Curitiba, Parana. WTD 1/67.

HONDURAS—Automatic cloth layer and cutting machine. Juan Sikaffy Sucesores (manufacturer). 3a. Ave. S.O. No. 20, San Pedro Sula. WTD 9/2/66.

Complete equipment for making bakery goods, ice cream, pastries. Jose Constantino Larach & Cia. (wholesaler, retailer), 3a. Ave. S.O. No. 30, San Pedro Sula. WTD in preparation.

MALAYSIA—Complete sugar plant machinery. Soon Seng & Co. (importer, exporter, wholesaler, retailer, manufacturer), 27 Malay St., Kuala Lumpur. WTD 8/19/66.

NETHERLANDS—Waste paper and textile shredding and cutting machines, bailing presses. Direct purchase and exclusive agency. G. van Weers N.V. (importer), P.O. Box 344, The Hague. WTD in preparation.

PAKISTAN—Glass making machinery, equipment, to establish plant for manufacturing beverage, pharmaceutical bottles. Bashir Ahmad (manufacturer), 134-C Model Town, Lahore, West Pakistan. WTD in preparation.

TAIWAN—Machinery for textile and cement industries: flour mill. Direct purchase and agency. Continual Trading Co., Ltd. (importer, agent), P.O. Box 1074, Taipei. WTD 3/16/66.

356 General industrial machinery

FRANCE—Industrial fans (complementary to firm's own line). Direct purchase and agency. Societe Francaise de Moteurs a Induction—S.F.M.I. (importer, manufacturer, dealer, agent), 236, Avenue d'Argenteuil, 92 Asnieres (Hauts de Seine). WTD 1/67.

HONDURAS—Joints, speed reducers and clutches for the manufacture of mowers. Alimentos Concentrados Nacionales, S.A. (manufacturer), Apartado Postal No. 66, San Pedro Sula. WTD 2/15/66.

● **SUDAN**—Supply of four ventilating fans with a 50" dia. and a 40,000 c.f.m. capacity. Tender No. 3677, bid deadline March 28. The Sudan Govt. Purchasing Agent, 3-5 Cleveland Row, St. James's, London, S.W.1.★ (Telephone: 202-WO 7-5589)

SWITZERLAND—Hydraulic and pneumatic parts and elements such as electrical hydraulic motors, hydraulic fluid power pumps, hydraulic drives. Direct purchase and agency. Carl Arnold, Ingenieurbuero (importer, commission agent), Schaffhauserstrasse 265, 8057 Zurich. WTD 2/13/67.

358 Service industry machines

BELGIUM—Industrial water conditioning equipment and industrial sewage disposal installations. Direct purchase and agency. Codem S.P.R.L. (importer, agent), 42 Place de la Digue, Charleroi. WTD 1/27/67.

THAILAND—Food storage processing equipment such as freezing units, dehydration and vacuum packaging equipment. C.i.f. prices, catalogs requested. Direct purchase and agency. Universal Electric Co. Ltd. (importer, wholesaler, manufacturer), 194/7-9 Suriwongse Rd., Bangkok. WTD 2/67.

Room air conditioners, packaged type, 220 volts, 50 cycles. Requests catalogs, c.i.f. prices. Direct purchase and agency. Sak Sri Vanich Ltd. Partnership (importer, wholesaler), 460 Siphya Rd., Bangkok. WTD in preparation.

359 Machinery

BELGIUM—Amusement park rides, merry-go-rounds. Max Vassart (manufacturer), 38 Rue Harzee, Ligny. WTD 7/12/66.

SWITZERLAND—Hydraulic cylinders for industrial application. Direct purchase and agency. Carl Arnold, Ingenieurbuero (importer, commission agent), Schaffhauserstrasse 265, 8057 Zurich. WTD 2/13/67.

361 Electric transmission and distribution equipment

● **IRAN**—Supply of one—3 phase, 1600 kva power transformer. Bid deadline March 6. Rey Cement Co., P.O. Box 1359, Tehran.★ (Telephone: 202-WO 7-4241)

● **NEW ZEALAND**—Supply of one 30 MVA, 110/33 kv transformer bank and spare unit. Tender No. 502, bid deadline April 11. The Secretary, Tenders Committee, New Zealand Electricity Department, Wellington.★ (Telephone: 202-WO 7-4241)

362 Electrical industrial apparatus

AUSTRIA—Electronic temperature controls with iron-constantan thermo-couples as sensing units especially for use in plastics materials processing machinery, without indicator of measured temperature. Direct purchase and agency. Dipl.Ing. Hans H. Heinisch (importer, wholesaler, manufacturer's representa-

tive), Neubaugasse 36, A-1070 Vienna. WTD 6/24/66.

FRANCE—Electric motors, D.C. and A.C., 50-phase, 220-volt equipment, such as auto-synchronous reluctance motors; welding generators and sets, related lines. Direct purchase and agency. Moteurs Leroy, (c/o Mr. A. Bertin) (manufacturer), B.P. 119, Boulevard Marcellin-Leroy; 16-Angouleme, Charente. WTD 2/10/67.

Components: electric motor laminations, with 9 or 11 slots; commutators, brushes, magnets for small fine DC motors; shims, washers, retaining rings of small sizes, to be used on servo motors or small electro-mechanical equipment; induction motors complementary to firm's own line. Direct purchase and agency. Societe Francaise de Moteurs a Induction—S.F.M.I. (importer, manufacturer, dealer, agent), 236, Avenue d'Argenteuil, 92 Asnieres (Hauts de Seine). WTD 1/67.

● **KOREA**—Supply 31 engine generator sets 2 kw, 110 v, single phase, 60 cycles, 3600 rpm weighing less than 100 lb. each. Tender No. KFX-7006-S, bid deadline March 21. Office of Supply, Government of the Republic of Korea, Seoul.★ (Telephone: 202-WO 7-4241). (See 386—Photographic Equipment for 15 sets 16 MM projectors, same bid number).

TAIWAN—Automatic welding equipment for welding lead line of small bulbs; tungsten carbide insert bits. Dah Shyong Trading Co., Ltd. (importer, exporter), 91 Tsuyu Rd., Sec. 2, Taichung. WTD in preparation.

363 Household appliances

BELGIUM—Washing machines, domestic, electric, automatic. Direct purchase and agency. Codem S.P.R.L. (importer, agent), 42 Place de la Digue, Charleroi. WTD 1/27/67.

364 Electric wiring, lighting equipment

● **BURMA**—Supply of 64,450 electric lamps, mercury lamps, and equipment. Tender No. 35/T/EL(ESB)66-67. Bid deadline March 6, 1967. Controller of Stores, Central Stores Department, Electricity Supply Board, Ahlone/Strand Road, Rangoon.★ (Telephone: 202-WO 7-5345).

365 Radio, television receiving sets

THAILAND—Radios, television sets, tape recorders, recording tape, amplifiers and related components. Requests catalogs, c.i.f. Bangkok prices. Direct purchase and agency. Sang Fah Television (importer, retailer), 4-6 Corner of Plang Nam St., New Rd., Bangkok. WTD in preparation.

366 Communications equipment

● **IRELAND**—Supply and installation of terminal transmission and associated equipment. Tender No. C/5/3.4/27, bid deadline March 27. The Engineer-in-Chief, Department of Posts and Telegraphs, Contracts Section, Hawkins House, Dublin 2.★ (Telephone: 202-WO 7-4823)

● **KENYA**—Supply of automatic telephone exchange equipment with an initial capacity of 3,000 lines and an ultimate capacity of 7,000 lines. Reference No. DF 4252/8. Supply of secretarial service telephone instruments. Reference No. DF 4254/3. Tender documents will be furnished by the Crown Agents for Overseas Governments and Administrations, 4 Millbank, London, S.W.1, England, to qualified registered bidders.

367 Electronic components, accessories

GERMANY—Fastening elements for aircraft and aerospace industries. Requests price quotation f.o.b. factory. Direct purchase and agency. Elektro-Metall Export GmbH. (importer, wholesaler, sales agent, exporter), 29 Jaegerhofstrasse, 4 Duesseldorf. WTD 2/9/67.

369 Electrical machinery

● **CEYLON**—Supply of 8,700 miscellaneous SLI type 6 and 12 volt storage batteries. Bid deadline March 27. The Chairman, Tender Board, Ceylon Transport Board, 200 Kirulu Rd., Colombo 5.★ (Telephone: 202-WO 7-4241)

371 Motor vehicles, motor vehicle equipment

THAILAND—Automobile air conditioners, 6 and 12 volts. Requests catalogs, c.i.f. prices. Direct purchase and agency. Sak Sri Vanich Ltd. Part. (importer, wholesaler), 460 Siphya Rd., Bangkok. WTD in preparation.

373 Ship building, repairing

MALAYSIA—Serviceable used ocean-going ship, 2,000 tons. Soon Seng & Co. (importer, exporter, wholesaler, retailer, manufacturer), 27 Malay St., Kuala Lumpur. WTD 8/19/66.

374 Railway equipment

● **SUDAN**—Supply of seven underframes for 50 ton flatcars. Contract No. 3657, bid deadline March 27, 1967. Specifications and drawings may be obtained from the Office of Controller of Stores, Sudan Railways, P.O. 65, Atbara for $11.50 per set. Contract payment will be made by International Bank for Reconstruction and Development. Copies of tender details, specifications and drawings may be reviewed only (not available for loan) in Room 4314, Transportation Equipment Division, BDSA-596, Washington, D.C. 20230.★ (Telephone: 202-WO 7-4816)

● **THAILAND**—Supply of 236 bogies for freight cars. Tender No. 09573, bid deadline March 30. Procurement Section, State Railway of Thailand, Yodse, Krungkasem Rd., Bangkok. Tender form and specifications available for $2 per set from above address. Specifications and drawings may be reviewed only (not available for loan) in Room 4314, Department of Commerce, BDSA-596, Washington, D.C. 20230.★ (Telephone: 202-WO 7-4816)

381 Engineering, laboratory, scientific, research instruments

DENMARK—Laboratory and scientific research equipment of all kinds. A/S N.C. Nielsen (importing wholesaler), 10 Vestergade, Copenhagen K. WTD 2/67.

382 Instruments for measuring and indicating physical characteristics

● **IRAQ**—Supply of 12,000 anti-frost ½ inch water meters. Bid deadline not indicated. Directorate General of Projects, Ministry of Municipalities and Works, Baghdad.★ (Telephone: 202-WO 7-2939).

● **NEW ZEALAND**—Supply of moisture meter to measure and record the moisture content of wood chips under varying conditions. Tender No. 67/2002 A/PW, bid deadline March 17. Tasman Pulp and Paper Co. Ltd., Kaweran, Bay of Plenty.★ (Telephone: 202-WO 7-2939)

SWITZERLAND—Hydraulic oil pressure indicating instruments. Direct purchase and agency. Carl Arnold, Ingenieurbuero (importer, commission agent), Schaffhauserstrasse 265, 8057 Zurich. WTD 2/13/67.

384 Surgical, medical, dental instruments

DENMARK—Medical-surgical instruments, equipment of all kinds, but primarily for patients' treatment, ambulatory as well as stationary, such as apparatus for medical supervision, fully automatic. A/S N.C. Nielsen (importing wholesaler), 10, Vestergade, Copenhagen K. WTD 2/67.

SWEDEN—Elastic stockings; bandgages, gauze, dressings, plasters and related goods. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan 3, Malmo C. WTD 2/8/67.

386 Photographic equipment

● **KOREA**—Supply 15 sets 16 MM projectors 100-125 v., 60 cycle, 1000-1200 watt DFY base with 15 watt amplifier. Tender No. KFX-7006-S, bid deadline March 21. Office of Supply, Government of the Republic of Korea, Seoul.★ (Telephone: 202-WO 7-4241). (See 362—Electrical Industrial Apparatus for 31 engine generator sets, same bid number).

391 Jewelry, silverware, plated ware

THAILAND—Synthetic stones for use in making costume jewelry. Catalogs, c.i.f. Bangkok prices requested. Bangkok Enterprises (importer, exporter, commission agent), 1147/3 Soi Saraphi 1, Isarapap Rd., Thonburi. WTD 9/12/66.

393 Musical instruments, parts

NETHERLANDS—Educational musical instruments for schools. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

394 Toys, amusement, sporting, athletic goods

BELGIUM—Sporting and athletic goods for out-door, for swimming pools. Max Vassart (manufacturer), 38 Rue Harzee, Ligny. WTD 7/12/66.

FRANCE—Plastic swimming pools, all types and sizes for residences, and garden wading ponds, including inflatable and portable articles. Price lists, catalogs requested. Direct purchase and agency. Requests replies in French. Garden Center (Paul Rostaing) (dealer), 15 Rue Victor-Basch, 33-Talence, Gironde. WTD 5/11/66.

NETHERLANDS—Small sporting and athletic goods (not equipment) for gymnastics; educational toys. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

SPAIN—Racing cars, electrically driven and remotely hand controlled; tracks for such cars and necessary controls. Miber, S.L. (im-

porter, wholesaler), Jorge Juan 139, Madrid (2). WTD 8/19/66.

395 Pens, pencils, office, artists' supplies

NETHERLANDS—Mechanical and other novelties for offices; novel-type drawing implements of high quality, unique design. Direct purchase and agency. N. Samson N.V. (importer, wholesaler, exporter, agent, publisher, printer), 1 Wilhelminalaan, Alphen a/d Rijn. WTD in preparation.

508 Machinery equipment, supplies

DENMARK—Medical equipment of all kinds, but primarily for treatment, scientific-medical-supervisory, and technical-medical, of patients. A/S N.C. Nielsen (importing wholesaler), 10 Vestergade, Copenhagen K. WTD 2/67.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

FRANCE—Canned salmon and crab meat, other canned goods, including vegetables, fruit in standard-size tin cans. Antonio Pinero (broker, sales agent), 16 Cours du Chapeau-Rouge, 33- Bordeaux, Gironde. WTD 3/24/66.

NETHERLANDS—Consumer and institutional packed canned meat, fish and game specialities, vegetable juices, sea food soups, vegetable relishes, sauces and seasonings. Niels de Veye N.V. (importer, wholesaler), 39 Theresiastraat, The Hague. WTD 8/11/65.

205 Bakery products

NETHERLANDS—Cocktail snacks, related preserved savories. Niels de Veye N.V. (importer, wholesaler), 39 Theresiastraat, The Hague. WTD 8/11/65.

221 Broad woven fabric mills, cotton

DENMARK—Fabrics wholly or chiefly of cotton. Gottfred Zander & Co. (sales agent), 29 Amagertorv, Copenhagen K. WTD 2/67.

THAILAND—Suiting material, polyester-worsted-nylon, light weight for men, women's clothing. Desires samples, quotations. Rotraco Thailand Ltd. (importer, sales agent), 231/2 Sathorn Rd., Bangkok. WTD 8/24/65.

Bed sheeting, sizes 70" x 108" and 90" x 108", assorted colors. Requests prices c.i.f. Bangkok. Rotraco Thailand Ltd. (importer, sales agent), 231 Sathorn Rd., Bangkok. WTD 8/24/65.

222 Broad woven fabric mills, manmade fiber, silk

DENMARK—Nylon fabrics, broad woven, for further processing into coat linings, dusters, frocks, work coats. Gottfred Zander & Co. (sales agent), 29 Amagertorv, Copenhagen K. WTD 2/67.

223 Broad woven fabric mills, wool

DENMARK—Wool or similar animal fibers, broad woven, dyed and finished. Gottfred Zander & Co. (sales agent), 29 Amagertorv, Copenhagen K. WTD 2/67.

224 Narrow fabrics, other smallwares mills

DENMARK—Cotton, wool etc. as smallwares. Gottfred Zander & Co. (sales agent), 29 Amagertorv, Copenhagen K. WTD 2/67.

227 Floor covering mills

DENMARK—Tufted carpets and rugs of any textile fiber including synthetic fibers. Gottfred Zander & Co. (sales agent), 29 Amagertorv, Copenhagen K. WTD 2/67.

251 Household furniture

HONG KONG—Small, accessory furniture: magazine racks, tea carts, umbrella stands. H. W. Turning & Co., Ltd. (importer, manufacturer, wholesaler, retailer, exporter), Kingston St., Causeway Bay. Cable: Turning. WTD in preparation.

264 Converted paper, paperboard products

THAILAND—Toilet tissues, sanitary napkins. Exclusive agency. Catalogs, c.i.f. prices requested. Bangkok Liberty Co., Ltd. (importer, wholesaler), 3947 Rama IV Rd., Bangkok. WTD in preparation.

284 Soaps, detergents, cleaning preparations, perfumes, cosmetics

THAILAND—Full line of beauty aids, cosmetics. Exclusive agency. Catalogs, c.i.f. prices required. Bangkok Liberty Co., Ltd. (importer, wholesaler), 3947 Rama IV Rd., Bangkok. WTD in preparation.

287 Agricultural chemicals

CHILE—Super phosphates. Eugenio Lagos y Cia. Ltda. (importer, wholesaler), San Martin 180, Casilla (P.O.B.) 4028, Santiago. WTD 2/17/66.

289 Chemical products

THAILAND—Adhesive for laying asphalt, asbestos vinyl tiles, asphalt-base flooring paper. Exclusive agency. Samples, c.i.f. prices requested. Num Lee Timber Ltd. Partnership (importer, exporter), 72/15-22 Damrongrak Rd., Phanfa, Bangkok. WTD 4/26/66.

307 Plastic products

IRAN—Raw materials for plastic products. Rodya Co. (import-export firm), 9-10 Serai Omid, Bouzarjomehri Ave. WTD 6/9/66.

331 Steel mill products

GREECE—Tin plate, black plate. Requests prices. Spyros Kokkinis (commission agent), 7 Megalou Alexandrou St., Thessaloniki. WTD in preparation.

349 Fabricated metal products

NORWAY—Containers for ship/truck transportation, width not exceeding 2.35 meters and height not exceeding 2.1 meters outside; otherwise to meet ISO specifications. Heyerdahl & Co. A/S (manufacturer's representative), Akersgaten 41, Oslo 1. WTD in preparation.

353 Construction, mining, materials handling machinery

CHILE—Construction machinery, machinery and equipment for railroads, cranes, mining machinery, equipment. Empresa Industrial y Comercial Tecna, S.A. (importer, exporter, manufacturer), Avda. Francisco Bilbao 2124, Casilla (P.O.B.) 1839, Santiago. WTD 2/67.

355 Special industry machinery

AUSTRIA—Machinery for chocolate and candy industry, including packaging machinery. Heinz Nitsch Co. (manufacturer, manufacturers' agent), Endresstrasse 18, Postf. 21, A-1231 Vienna. WTD 2/67.

Machinery as used in plastics materials processing, cosmetics, and pharmaceutical industries, including packaging machinery; machinery for packaging industry. Heinz Nitsch & Co. (manufacturer, manufacturers' agent), Endresstrasse 18, Postf. 21, A-1231 Vienna. WTD 2/67.

358 Service industry machinery

THAILAND—Room air conditioners, packaged type, 220 volts, 50 cycles. Catalogs, c.i.f. prices requested. The Thai Fire Fighting Equipment Co. Ltd. (importer, manufacturer), 3 Soi Prachoom, Suriwongse Rd., Bangkok. WTD 1/67.

361 Electric transmission, distribution equipment

NETHERLANDS—Electric and electronic high precision measuring instruments and equipment, for dimensional measurement only. Forward detailed descriptive literature, price lists. Technisch Bureau voor Meet- & Fijnmechanische Techniek M.F.T. (importer, agent), 7 Viottakade, Dordrecht. WTD in preparation.

362 Electrical industrial apparatus

THAILAND—Spare parts, including motor, and accessories for refrigerators, freezers and air conditioning units. Exclusive agency preferrable. Requests c.i.f. prices and catalogs. Wichaiphan Trading Ltd. Partnership (importer), 81 Jawaraj Rd., Bangkok. WTD 2/67.

363 Household appliances

ECUADOR—Complete line of household electrical items such as waxers, vacuum cleaners, blenders, hand-held mixers, waffle irons, electric frying pans; comprehensive line of washing machines, refrigerators, kitchen ranges. Requests replies in Spanish. Jose Roman C., Importadora Roman (retailer), P. O. Box 252, Cuenca. WTD 10/17/66.

GREECE—Cooling units for household refrigerators. Requests descriptive literature, c.i.f. Piraeus price quotations. Michael Yeleyenides (importer, distributor, exporter, sales agent), 4b Dimopratiriou Square, Athens 116. WTD 12/12/66.

365 Radio, television receiving sets

GREECE—Television receiving sets. Requests illustrated literature, specifications, c.i.f. Piraeus price quotations. Michael Yeleyenides

(importer, distributor, exporter, sales agent), 4b Dimopratiriou Square, Athens 116. WTD 1/15/65.

371 Motor vehicles, motor vehicle equipment

THAILAND—Auto air conditioners. Exclusive agency. Catalogs, c.i.f. prices requested. Universal Electric Co. Ltd. (importer, wholesaler, manufacturer), 194/7-9 Suriwongse Rd., Bangkok. WTD 2/67.

Automotive spare parts. Catalogs, c.i.f. prices requested. Siam Mercantile (1960) Co. Ltd. (importer, wholesaler), 117-117/1 Suriwongse Rd., Bangkok. WTD 1/67.

382 Instruments for measuring, controlling, indicating physical characteristics

NETHERLANDS—Mechanical and pneumatic high precision measuring instruments and equipment, for dimensional measurement only. Forward detailed descriptive literature, price lists. Technisch Bureau voor Meet- & Fijnmechanische Techniek M.F.T. (importer, agent), 7 Viottakade, Dordrecht. WTD in preparation.

384 Surgical, medical dental instruments

BELGIUM—Surgical and medical instruments, apparatus. Collignon H. (agent), 85 Rue d'Enhaive, Jambes (Namur). WTD 1/30/67.

394 Toys, amusement, sporting athletic goods

SPAIN—Toys, including mechanical toys, electrically remote controlled, both metal or plastic. Juan de Dios Rueda Garcia (importer, exporter), Hermenegildo Bielsa 22, Madrid, (19). WTD 2/67.

399 Manufacturing industries

THAILAND—Fire extinguishers. Literature, c.i.f. prices requested. The Thai Fire Fighting Equipment Co. Ltd. (importer, manufacturer), 3 Soi Prachoom, Suriwongse Rd., Bangkok. WTD 1/67.

503 Dry goods, apparel

NIGERIA—Textile products such as men's suitings. Citexco Agencies (importer, wholesaler), 14-16 Abibu-Oki St., P. O. Box 3490, Lagos. WTD 11/23/65.

505 Farm products—raw materials

CHILE—Corn, wheat. Eugenio Lagos y Cia. Ltda. (importer, wholesaler), San Martin 180, Casilla (P.O.B.) 4028, Santiago. WTD 2/17/66.

Leads for Importers

Commodities are offered direct unless specified

232 Men's, youths', boys' furnishings

HONDURAS—Men's work clothes cut and sewed from woven textiles imported from the United States in any quantities. Jose Constantino Larach & Cia. (manufacturers), 3a. Ave. S.O. No. 30, San Pedro Sula. WTD in preparation.

236 Girls', children's, infants' outerwear

HONDURAS—Girls', children's, infants' coats and suits, cut and sewn from purchased woven fabrics, sizes 1-12 in quantities according to specifications. Juan Sikaffy Sucesores (manufacturer), 3a. Ave. S.O. No. 20, San Pedro Sula. WTD 9/2/66.

251 Household furniture

ARGENTINA—Metal kitchen furniture. Descriptive brochure in Spanish with specifications available on a loan basis from Trade Opportunities Staff, BDSA-624, Rm. 4203, U.S. Department of Commerce, Washington, D.C. 20230. Mateo Bay (manufacturer), Fosfamet S.R.L., Belgrano 2080, Buenos Aires. WTD in preparation.

283 Drugs

FRANCE—Pharmaceutical preparations and medicinal specialties, principally products for treatment of gastro-duodenal ulcers, veterinary products. Laboratoires d'Opochimiotherapie (producers, wholesalers, exporters), 62 Boulevard des Recollets, 31- Toulouse, Haute-Garonne. WTD 7/25/66.

362 Electrical industrial apparatus

FRANCE—Electric motors, generators, motor components, related electric rotary equipment and electro-mechanical appliances and precision apparatus for industrial, commercial, domestic uses, special purposes, including built-in electric motors, with or without fan service, asynchronous, single-phase or polyphase, 110 and 220 volts, D.C. or A.C.; 1500 RPM; up to 500 amperes; from .25 to 400 H.P.; alternators, shunt-motor and others; compressors for refrigeration, related equipment; speed-reducers and speed-control units; motor generators; braking motors; rotary motors of special types and generators for power looms, electro-pumps, laundry centrifugal dryers, chemical and industrial plants, hoisting machinery; electric motors and generators for welding equipment. Descriptive brochure in French available on loan basis from Trade Opportunities Staff, BDSA-624, Rm. 4203, U.S. Department of Commerce, Washington, D.C. 20230. Moteurs Leroy (c/o Mr. A. Bertin) (manufacturers, exporters), B.P. 119, Boulevard Marcellin-Leroy, 16-Angouleme, Charente. WTD 2/10/67.

781 Motion picture distribution

U.A.R.—Arabic language with English subtitles motion picture films produced in U.A.R. Cairo Film Distribution Co. (government owned firm), 9-11 Orabi St., Cairo. WTD 2/67.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

CANADA—The British American Oil Company Ltd. has announced plans for **a $40 million oil refinery at Point Tupper** on Canso Strait, Cape Breton, Nova Scotia. The refinery will produce conventional fuels—gas, heating and diesel fuels and bunker oil. Construction will begin this summer with hope of completion by 1969, when Canadian General Electric's heavy water plant will go into production.

HONDURAS—A recent survey of **road building projects open to bidders during the current year** reveals that these will cover a total of about 340 kilometers of grading, drainage and asphaltic surface treatment roads, plus 600 kilometers of gravel roads, and 250 kilometers of highway paving, at an estimated total cost of approximately $42 million.

One project calls for building **16 access roads in the southern part of Honduras,** having a total length of 600 kilometers at an estimated cost of $5.5 million financed by AID. There will be 16 different contracts, and bids for the first ones will be invited in the near future. AID regulations call for a performance bond of 50% of the bid price, a 10% retainer of payments, and a payment bond of 50%.

Another project is the construction of a **108-kilometer road between the north coast ports of Tela and La Ceiba, and the completion of a road between El Triunfo and the Nicaraguan border.** For this construction, a total of almost $8.8 million is available as part of a loan by the Central American Bank for Economic Integration, and bids will be invited in the near future.

A 100-kilometer road from San Pedro Sula to Tela is to be constructed, and it is understood that the Inter-American Development Bank is considering a loan for this purpose.

Construction of the Northern Highway between San Pedro Sula and Tegucigalpa has been started, but some 125 kilometers are still to be built. Bids for stretches of this highway will be invited soon, for which about $12.5 million is available. Financing will be done by the Inter-American Development Bank, the World Bank, and the International Development Association, in combination with the Government of Honduras.

The **250-kilometer highway between San Pedro Sula and the El Salvador border,** which is nearly completed, is **to be paved.** The World Bank is considering a loan for this purpose.

Information about these projects will be released when tenders are available from the Director General of Highways, Ministry of Communications and Public Works, Tegucigalpa, D.C., Honduras.

LIBERIA—Plans to expand the Mount Coffee Hydroelectric Project, which was dedicated in January, are under discussion. The project was begun in 1963, financed mainly by an AID loan of $24.3 million. The project has a capacity of 34,000 kw. The proposed expansion under discussion would entail construction of an upriver storage dam to permit full utilization during the dry season, raising capacity to 100,000 kw.

Liberia is also considering **several major**

road projects, including an extension from Pujehun to the Sierre Leone border of the recently completed road between Kle and Pujehun; a project involving construction or rehabilitation of eight rural access roads totaling about 300 miles; and a 38-mile road from Tartuke to Karloke in the south to complete the road connection into Cape Palmas.

PORTUGAL—The Government has published decree law #47521 authorizing the Ministries of Finance, Overseas and Economy **to grant the National Steel Mill (Siderurgia Nacional, S.A.R.L.) authority to expand its facilities at Seixal, located across the Tagus River from Lisbon.**

Local press reports say the expansion is to be completed in two phases: the first phase, involving $52.5 million, to be completed in three years raising present capacity of approximately 200,000 tons per year to 600,000 tons per year—this will include new products such as cold sheets, galvanized plates, tinplate and heavy sections; the second phase, involving $87.5 million, is to be completed two years later bringing the total capacity to 1.3 million tons of steel or a million tons of finished products.

Insofar as possible, raw material requirements are expected to be supplied by further development of local iron ore deposits in the Moncorvo area, 20 kilometers east of Oporto.

THAILAND—The Bangkok Municipality plans to **expand the operation of the Vajira Hospital by building an additional 200-bed Obstetric Hospital at a separate location,** in Bangkok's Yanawa District, at a cost of more than $350,000. This includes the cost of the building and the necessary hospital equipment and supplies. Tenders will soon be called for the construction and supply of equipment. However, interested U.S. suppliers of medical equipment can indicate their interest in the project now by writing to: Dr. Sner Tantasethi, Director of Vajira Hospital, Samsen Road, Bangkok, Thailand.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

CHILE—Antonio Conte and Mrs. M. Teresa Gellona, representing Gellona and Conte, Compania 2691, Santiago, interested in visiting **artistic ceramic manufacturers and manufacturers of ceramic machinery,** and requesting technical information. Feb. 19 via Miami for one month. c/o Seton Hotel, 110 E. 40th St., New York, N.Y. Itinerary: Miami, New York, other cities as necessary. WTD in preparation.

DENMARK—Hugo Bjorn Martinsen, Export Manager (Europe), and Karl Lerstrup, Electrical Engineer, Laur. Knudsen Electrical Manufacturing Co., Ltd., 53 Haraldsgade, Copenhagen N., interested in visiting factories and negotiating with management of firms making **electrical switchgear, control gear, related items for industrial use** on the possibility of eventual **licensing arrangements.** March 15 via New York for three months. c/o Danish Consulates General, 280 Park Ave., New York, N.Y. 10017, or 360 N. Michigan Ave., Chicago, Ill. 60601. Itinerary: New York, Chicago, New England and Midwestern cities to be arranged. WTD 8/16/66.

ENGLAND—Clifford E. Passmore, representing Griffin and George Ltd., Scientific Instrument Division, 285 Ealing Road, Alperton, Wembley, Middlesex, interested in surveying the field of U.S. **scientific apparatus and instruments with view to arranging licenses to manufacture suitable items in the U.K.** March 5 via New York for three weeks. c/o Chatham Center, Pittsburgh, Pa. Itinerary: Pittsburgh, Boston, Chicago, New York. WTD under revision.

ENGLAND—Sir Edwin Leather, Managing Director, accompanied by J. D. Averies and N. G. Wiltshire, representing John James (Industrial) Ltd., and its subsidiaries, 42 Baldwin St., Bristol 1, Gloucestershire, interested in discussing **licensing agreements for the manufacture of U.S. firms' products in the U.K., selling the group's products which include pumps, special transformers and allied equipment, industrial abrasives, and exchanging technical know-how.** March 12 via Pittsburgh for one month. c/o British Consular Offices in cities to be visited. Itinerary: Mar. 12-16 Pittsburgh, Mar. 16-19 Detroit, Mar. 19-22 New York, Mar. 22-23 Cleveland, Mar. 23-27 Dayton, Mar. 27-29 Chicago, Mar. 29-31 Minneapolis, Mar. 21-Apr. 3 Portland, Apr. 3-7 San Francisco, Apr. 7-12 Los Angeles, Apr. 12-14 Texas. WTD in preparation.

ENGLAND—Sydney S. Fogel, Director, Dixelda Wallpaper Co. Ltd. and Home Charm Ltd., 542/544 Kingsland Road, London, E.8, interested in importing U.S. manufactured wallpaper and exporting British manufactured wallpaper to the U.S. March 9 via New York for 21 days. c/o 162 Wildwood Road, Kingspoint, L.I., N.Y. or 651 S. 4th Ave., Louisville, Kentucky. Itinerary: New York, Louisville, Miami, other cities as necessary. WTD in preparation.

NETHERLANDS—Joris G. Bakker, Managing Director, Haceha (Holland Chemie Haarlem) N.V., 6 Houtvaart, Haarlem, interested in contacting U.S. suppliers to discuss exclusive representation for The Netherlands and/or other Common Market countries of **raw materials for manufacture of detergents, wetting agents, emulsifiers, dispersing agents, cleansing agents, waxes, and chemicals for leather, textile, paint and plastic industries.** First part of March via New York for 2-3 weeks. c/o Dept. of Commerce New York Field Office. Itinerary: New York, Chicago, other cities as necessary. WTD 1/27/67.

SOUTH AFRICA—Jack Davis, Director, Children's World (Pty.) Ltd., 4 Gore St., Cape Town, interested in direct purchase of **nursery equipment, toys and novelties.** March 5 via New York for one month. c/o U.S. Dept. of Commerce Field Offices in New York and Los Angeles. Itinerary: New York, Los Angeles. WTD 2/10/67.

Construction Awards

SAUDI ARABIA—The Ministry of Agriculture and Water has signed a contract with the West German firm Hochtief for construction of a dam in the Jizan Valley in Asir Province. The $7.3 million project, scheduled for completion in two years, will provide for the irrigation of 80,000 dunums of land, permitting extensive double cropping while controlling the flood waters which periodically do extensive damage in this agriculturally rich region. The dam, which will be 35 meters high, will have a storage capacity of 71 million cubic meters.

DENMARK—(1 Danish krone = US $0.145) On Feb. 3, the results of the international suggestion and technical know-how competition sponsored by the Danish Ministry for Public Works in connection with the Store Belt bridge and/or tunnel construction project were announced. Two of the project suggestions were awarded prizes, and nine of the proposals were purchased by the Ministry.

Four prizes of 200,000 Danish kroner were awarded to proposals submitted by two German, one American and one Danish engineering firms, while four German and two Danish proposals were each awarded 100,000 kroner.

The nine proposals which were purchased by the Ministry at 50,000 kroner each were submitted by participants from the United States (two), the United Kingdom (two), Denmark, Sweden, Germany, Switzerland and Australia.

A total of 155 project suggestions were submitted, of which 28 were by Danish participants, 13 by German participants, and five each by Swedish, American, and Australian participants. The balance were submitted by other, mainly European, nationals.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-916, U.S. Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country. All are dated February.

Clothing—Manufacturers—Norway.
Cooperage and Containers Importers and Dealers—United Kingdom.
Household Appliances—Importers and Dealers—Iraq.
Office Supplies & Equipment, Paper and Stationery—Importers and Dealers—Iran.

Icelandic procurement for NATO announced

Icelandic Prime Contractor, with offices at 271 Church St., New York, N.Y. 10013, has issued an invitation to bid covering a quantity of electrical equipment including a frequency converter in accordance with specification MIL-F-26523A; a synchronizing panel, feeder cubicles, annunciator panel, battery charger, stationary battery of the heavy-duty station type suitable for switchgear operation, and one diesel electric generating unit.

Bids from U.S. firms certified eligible for NATO International Competitive Bidding (ICB) will be received for the invitation to bid covering Bill of Material E-156, items 301 through 307, until April 11, 1967, 2 p.m. in the office of the Iceland Prime Contractor.

A copy of the aforesaid Invitation to Bid, as well as information about NATO-ICB eligibility, may be obtained from the Trade Opportunities Staff BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. (Tel.-202-WO 7-4674).

New Books and Reports

***Essays on the European Common Market.* By Herman R. Wortman. 1966. Published by the Bureau of Business Research, Indiana University. 134pp. $3.**

Dr. Wortman is a principal administrator for the European Economic Community Commission and has served as a visiting member of the faculty of the Graduate School of Business at Indiana University.

His book covers the following subject matter: a common market for agriculture; the Common Market and the developing countries; the Kennedy Round as a step toward trade liberalization; economic growth in the Common Market; steps toward a medium-term economic policy in the Community; the Common Market business cycle; a European system of indirect taxes.

Statistical tables support the text.

Write: Bureau of Business Research, Graduate School of Business, Indiana University, Bloomington, Indiana 47401.

***GATT: What is is; what it does; how it works.* Published by the General Agreement on Tariffs and Trade. Geneva. 1966. 26pp. Free.**

This annual summary of GATT activities is available in French, English, Spanish and German editions. It includes material on the origin and background of GATT, its main principles and structures, tariff reductions, trade barriers and problems, regional arrangements, subsidies, commodity trade, disposal of surpluses and many other subjects.

Write: The Information and Library Services, GATT Secretariat,, Villa Le Bocage, Palais des Nations, 1211 Geneva 10, Switzerland, or International Documents Service, Columbia University Press, 2960 Broadway, New York, N.Y. 10027.

***Action under Planning: The Guidance of Economic Development.* Edited by Bertram Gross. Published by McGraw-Hill Book Co. New York. 1967. 314pp. $12.00.**

This book deals with economic development in an interdisciplinary fashion which recognizes the institutional, cultural, biophysical, political and managerial factors as well as the economic ones. It emphasizes the limitations and obstacles that must be overcome to achieve accelerated economic and social progress in coming decades.

In *Action under Planning* the eight contributing authors evolve an international language of planning and specific concepts that describes the general planning process, national planning in particular, and national planning institutions. They develop numerous ideas for future research and discuss the almost Machiavellian ideas concerning the acquisition and use of power as a way of getting action under planning.

The authors, international experts on economic planning and development, have had widespread study, travel, and experience in Europe, Asia, Africa, Latin America and the Middle East.

Write: McGraw-Hill Book Information Service, 327 West 41st St., New York, N.Y. 10036.

***Economic Regionalism and the Americas.* By J. W. Clark. Published by the Hauser Press, Inc. New Orleans. 1966. 64pp. $3.**

Mr. Clark, who is president of Delta Steamship Lines, Inc., discusses the problems of growing regionalism, the development of regional trading blocs with special emphasis on Latin America, and U.S. Latin American policy. He offers a proposal for economic integration of the Americas.

The book also contains a statistical analysis of U.S. trade with Latin America. The appendix itemizes actual dollar totals of U.S. imports of specific commodities by individual Latin American country.

Write: Delta Steamship Lines, Inc., P.O. Box 50250, New Orleans, La.

New Customs Journals

The following new international customs journals are available at the new standard price of $3 for hardcover, 65¢ for microfiche:

Bahama Islands	PB 174066
Bermuda	PB 174065
Gibraltar	PB 174067
Syria	PB 173873

Write: Clearinghouse for Federal Scientific & Technical Information, U.S. Department of Commerce, Springfield, Va. 22151 (Attn: Code 410.11)

***Japan Is One of the Biggest Countries in the World.* By Edwin O. Reischauer. Published by the United States-Japan Trade Council, Inc. Washington, D.C. 1966. 16pp. Free.**

This is a reprint of a *New York Times* article by the former U.S. Ambassador to Japan. Mr. Reischauer tries to correct what he feels is a misconception that Japan is a small country. While small in land area, Japan is seventh in world population, sixth in gross national product, and has the highest productivity growth rate of any major country in the world.

Just as Japan's problems and successes in modernization are far more relevant for most of Asia than are those of the United States, Western Europe or Russia, so also is her experience with modern social and political institutions, in Mr. Reischauer's view. He sees Japan, rather than the larger but less developed China, exerting primary influence in Asia and serving as the inspiration for free economy and parliamentry democracy.

Write: United States-Japan Trade Council, Inc., 1000 Connecticutt Ave. NW., Washington, D.C. 20036.

***Summary of the Segre Report.* Published by the European Community. 1967. 40pp. Free.**

This is a summary in English of the recently-released 400 page report by a group of bankers and economists appointed by the EEC Commission to study the formation of a unified capital market in Europe. The report is commonly referred to as the Segre report after Claudio Segre, a representative of the Commission who headed the group. The report does not represent official Commission policy, but forms the basis for discussions among the Common Market's six members on measures to be taken.

One of the initial aims of the European Common Market was to gradually remove restrictions on capital movements among the six member nations. With the advance toward economic integration, the establishment of a European money market has come to be a pressing need.

This report points out the present shortcomings of the European capital markets and sets out detailed suggestions for improving these conditions.

Write: European Community Information Service, Suite 808, The Farragut Building, Washington, D.C. 20006.

☆ U. S. GOVERNMENT PRINTING OFFICE: 1967—251-960/34

Calendar *for international traders*

ATLANTA—Mar. 21—World Trade Conference, Parliament House. **Speaker: Fred Keyser, Caribbean Desk, OIRE, U.S. Department of Commerce.** Sponsors: Atlanta World Trade Council; Commerce Field Office.

BOSTON—Mar. 9—Dinner Meeting, International Trade Assn. of New England, State Street Bank Roof Restaurant.

BOSTON—Mar. 22—Annual Meeting, Foreign Commerce Club of Boston, Parker House Roof.

BRIDGEPORT—Mar. 7—Foreign Trade Workshop, first of five weekly sessions at the Bridgeport Area Chamber of Commerce. 7-9 p.m. Sponsors: Bridgeport Area Chamber of Commerce, REEC, Hartford Field Office.

CHICAGO--Mar. 8—Principles & Techniques in Exporting, "Market Evaluation," 6:15 p.m., Lighting Institute Auditorium. Sponsor: International Trade Club.

CHICAGO—Mar. 9—Meeting of the International Trade Club of Chicago in the Tally Ho Room of the Sheraton-Chicago Hotel.

CHICAGO—Mar. 14—Automotive Exporters' Club, Builders Bldg.

CHICAGO—Mar. 15—Chicago Midwest Credit Management Assn., Bismarck Hotel.

CHICAGO—Mar. 15—Principles & Techniques in Exporting, "Selling & Developing Markets," 6:15 p.m., Lighting Institute Auditorium. Sponsor: International Trade Club.

CLEVELAND—Mar. 8—"International Sales Promotion & Advertising," National City Bank Bldg. Sponsor: Commerce Field Office; REEC.

CLEVELAND—Mar. 15—Second Annual Export Workshop, "How to Sell Overseas," first of nine Wed. evenings, 8 p.m. Sponsors: Cleveland College and School of Business of the Western Reserve University; REEC; Commerce Field Office.

DALLAS—Mar. 10-17—Management Training Seminar in Export Trade, held at the Univ. of Dallas. Sponsors: Univ. of Dallas, Dallas Chamber of Commerce, REEC, Dallas Field Office.

DETROIT—Mar. 14—Export Workshop, 9:15-12:15 in Room 456, Federal Bldg. Sponsors: REEC, Detroit Field Office.

DETROIT—Mar. 16—Dinner meeting of the World Trade Club of Detroit, 6 p.m., Pick-Fort Shelby Hotel. **Speaker: J. Mishell George, BIC, U.S. Dept. of Commerce.**

EVERETT, WASH.—Mar. 15—Export Seminar and Workshop, 2-5 p.m., Monte Cristo Hotel. Sponsors: Everett Chamber of Commerce, Snohomish County Industrial Development Council, Seattle Field Office.

HARTFORD—Mar. 14—In-Office Export Workshop, 2 p.m., at Commerce Dept. Field Office, 18 Asylum St. Sponsors: REEC, Hartford Field Office.

HONOLULU—Mar. 15—Finance & Insurance Seminar, 10 a.m., Commerce Field Office. Sponsors: REEC; Commerce Field Office.

HOUSTON—Mar. 13—World Trade Club Luncheon. **Speaker: Redington Fiske, member of Ireland-Portugal Trade Mission.** Sponsor: Commerce Field Office.

KANSAS CITY—Mar. 9—In-Office Workshop for New Exporters, Federal Office Bldg. Sponsors: REEC; Commerce Field Office.

KANSAS CITY—Mar. 14—Meeting for Exporters, 6 p.m. Sponsors: International Trade Club; REEC; Commerce Field Office.

LAUREL, MISS.—Mar. 31—Meeting of Louisiana-Mississippi REEC, 10 a.m. at Sanderson Farms.

MEMPHIS—Mar. 15—International Advertising Forum, Cafe St. Clair. Sponsors: Mid-South Exporters' Roundtable; REEC; Commerce Field Office.

MEMPHIS—Mar. 21—World Trade Club, Sheraton Motor Inn.

MINNEAPOLIS—Mar. 8—Minnesota World Trade Assn. monthly dinner meeting.

MINNEAPOLIS—Mar. 14—In-Office Export Conference, Commerce Field Office. Sponsors: Commerce Field Office; REEC.

NEW YORK—Mar. 7—FCIB Round Table Conference, Ben Franklin Hall, Advertising Club, 1:30 p.m. Sponsor: Foreign Credit Interchange Bureau.

NEW YORK—Mar. 21-22—Fiftieth Annual Conference of the International Executives Association. Theme: "Fifty Years of International Business—Past, Present and Future."

OMAHA—Mar. 23—In-Office Workshop for New Exporters, Omaha Chamber of Commerce. Sponsors: REEC, Kansas City Field Office.

PROVIDENCE (CRANSTON)—Mar. 14—Annual Rhode Island World Trade Conference. Colony Motor Hotel.

ST. LOUIS—Mar. 7—"Show You" Export Workshop, Conference Rm. of the Federal Bldg. Sponsors: REEC; Commerce Field Office.

ST. LOUIS—Mar. 21—"Show You" Export Workshop, Conference Room of the Federal Building. Sponsors: REEC, St. Louis Field Office.

TAMPA—Mar. 14—World Trade Seminar, first of eight sessions, Chamber of Commerce. Sponsors: Chamber of Commerce; Hillsborough County Board of Public Instruction; Jacksonville Field Office; U.S. Department of Commerce.

TAMPA—Mar. 16-17—Sixth Annual Fla. World Trade Conference. Theme: "A Sound Dollar Through Export." Sponsors: Fla. State Chamber of Commerce, Fla. Ports & Foreign Trade Council.

WASHINGTON D.C.—Mar. 13—Small Business Export Workshop, 2 p.m., Statler-Hilton Hotel. Sponsor: Electronic Industries Assn. International Dept.

UNITED
GOVERNMENT PI
DIVISION OF PUB
WASHINGTON

OFFICIAL I

CR - MAY 46129
UNIVERSITY MICROFILMS
SERIALS SECTION
300 NORTH ZEEB RD
ANN ARBOR MICH

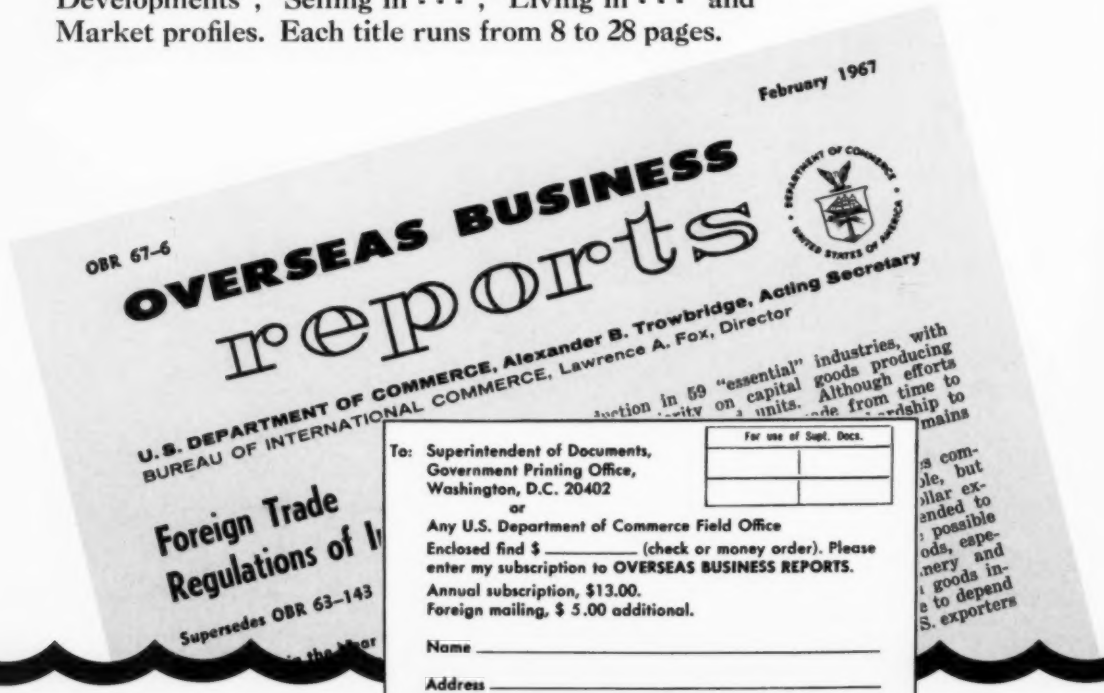
POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

First-Class Mail

An Export Roadmap

Overseas Business Reports

Includes marketing information gathered in 155 countries and geographic areas; written by expert commercial analysts from material gathered on-the-spot by U.S. Commercial officers and attaches; includes 80 titles in the Foreign Trade Regulation Series; 100 titles on Basic Data in principal trading areas; some 30 titles devoted to "Establishing a Business in . . .", also editions on "Investment Factors and Laws", "Import Tariff Systems", "Economic Developments", "Selling in - - -", "Living in - - -" and Market profiles. Each title runs from 8 to 28 pages.


February 1967

OBR 67-6

OVERSEAS BUSINESS reports

U.S. DEPARTMENT OF COMMERCE, Alexander B. Trowbridge, Acting Secretary
BUREAU OF INTERNATIONAL COMMERCE, Lawrence A. Fox, Director

Foreign Trade Regulations of I

Supersedes OBR 63-143

To: Superintendent of Documents,
Government Printing Office,
Washington, D.C. 20402
or
Any U.S. Department of Commerce Field Office

For use of Supt. Docs.

Enclosed find $ _____ (check or money order). Please enter my subscription to OVERSEAS BUSINESS REPORTS.

Annual subscription, $13.00.
Foreign mailing, $ 5.00 additional.

Name _____

Address _____

City, State, & Zip Code _____